

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIII.

NEW YORK, DECEMBER 1, 1910.

No. 9.



In reviewing our first year's work for his company a client says, "the service you have rendered has been satisfactory in every sense."

This is not so exceptional as to call for comment, but another part of the letter reminds us that it took eight years to persuade them to try the Ayer & Son way.

The point is why should so large a section of life be lost before acquiring a service that should be a positive help every day of a business career.

In other words—why wait? Why not take the evidence that the Ayer & Son Agency is different; that its methods are different; that its results are different and then try it out for yourself?

We have a hearty welcome for the eight-year arrivals, but riding in the train is better than waiting at the station.

Philadelphia

New York

Boston

Chicago

"In The Day's Work"

A LARGE national advertiser wanted the good will of college professors.

A plan was devised that not only secured this good will, but made the advertiser's advertising a part of the college curriculum, at a cost of less than \$1 per college.

Name on request.

FEDERAL ADVERTISING AGENCY

"Put it up to men
who know your market"

New York

Chicago.

Cleveland.

St. Louis

PRINTERS' INK.

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KEEPING UP THE SALESMAN'S ENTHUSIASM.

AFTER RECRUITING, TRAINING AND ORGANIZATION, COMES THE TEMPERAMENTAL EQUATION — THE SALESMAN IS AN ARTIST, AND BUMPS STAND OUT ALL OVER HIS HEAD — VARIOUS METHODS. BY WHICH GOOD SALES MANAGERS KEEP THE FORCE TONED UP AND HAPPY.

By James H. Collins.

In one of our smaller cities, a music teacher has brought together enough men from local theatre bands to make a fair symphony orchestra, giving several Sunday night concerts each winter.

At the best concert last season everything depended on the E-flat clarinet. No other man in town could play the parts "in an educated way." The leader spent a month warming him up with praise, and he rehearsed splendidly. All seemed well.

But a few hours before the concert a despondent creature appeared at the leader's house. It was the E-flat clarinet, and he came to say his instruments had gone back on him—they weren't working right that morning—he'd rather cut his throat than play to-night. So a clarinet was recruited from a dance orchestra to fake the parts.

This is the thing sometimes called "temperament."

It has to be reckoned with in sales management.

The salesman is as much a creative artist as any E-flat clarinet, and subject to the same glees and glooms. As an experienced Western manager puts it, the salesman is never quite perfect; he has certain faculties developed

more than others; bumps stand out on his head; the best salesman on the force is generally the one who has to be held with an iron hand in practical matters such as expense accounts and reports.

The manager who has the least trouble with this temperamental equation seems to be the type of man who can sell his whole proposition all over again to the salesman whose knees have weakened.

For instance, an Eastern directory publisher has a young solicitor who, for a month at a time, will sell advertising space on his own steam. He finds unheard of prospects, wins them over to the directory idea, helps them work out schemes, and is so thoroughly interested in his job that he manages himself. But some morning, without any traceable cause, he lingers around the office and hates to start out. Then the publisher gets a copy of the directory, takes the solicitor into his office, sits down with him, and spends an hour or two selling him the book all over again. The boss takes it up position by position. He analyzes the back cover, the inside cover, the outside title space, the lettering on the edges of the leaves, compares their book with competitors' to the disadvantage of the latter, picks out new lines of business they ought to be getting, and so forth. By lunch time usually, the boss has closed his own salesman, and sends him out with fresh interest in his work, gingered up for another month.

When Hugh Chalmers managed a cash register selling force he found temperament responsible for many lost opportunities. A salesman with the blues, arriving at a town, would decide on his way up from the station that it was a pretty dull place, and there-

fore he need not unpack his samples—there would be time enough to empty the trunks if a live customer should be found. To cure his men of this practice, Mr. Chalmers used to tell a story about himself in the same circumstances. One day, when feeling blue, he made a little place where the outlook was thoroughly discouraging. On the principle that he was never able to talk so well to a prospect when he knew that his trunks would have to be unpacked if he really interested him, he got his samples arranged at the hotel before starting out. Only one merchant in town seemed inclined to listen to cash register arguments, and Mr. Chalmers couldn't get him warmed up to the point of promising to come to the hotel. The prospect said he wasn't interested just now, that he hadn't time, and so on, until finally Mr. Chalmers left him and went back to brood in the lobby. Looking aimlessly into the billiard room before lunch, he saw this merchant playing pool. Within ten minutes he had him in his room and had sold a machine, something that would have been impossible had his trunks not been unpacked.

When a salesman is suffering from temperament, he is generally fertile in suggestions for increasing the scope of the line with new goods to approximate something that competitors are selling. A toilet goods house, for example, makes about a dozen preparations for manicures and barbers. These goods are sterling stuff, and the line is adapted to every need that customers are likely to have. From time to time, however, a salesman will come in protesting that he can no longer sell their balm because some competitor's cold cream is better suited to the trade. The sales manager then goes over their whole line with his man, showing him that each preparation is adapted to several uses, that when a customer has them all he doesn't need anything else, and that the line is purposely held to a few standard general purpose articles to save customers money by keeping down their investment in superficial novelties

that may be called for but once a day. That kind of argument silences the objections.

A big shoe house requires its salesmen to visit retailers in the order of their ratings, or according to central location, as far as possible. This practice was established for temperamental reasons. It was found that after a salesman had been away from the home office a month, had a few set-backs, and got a bit homesick and gloomy, he would begin to hunt for little shoe dealers on the outskirts of a town, and after a week was actually afraid to talk to a merchant who had plate glass windows. As an outcome, sales were kept up fairly well, but the line was being placed with dealers who didn't count in their communities, and who probably had doubtful credit. The rule braces salesmen up—when they call on big merchants first the little ones are always more or less easy.

A typewriter sales manager keeps his selling organization toned up by the general policy of selling men not so much the goods as their own time. His philosophy on that subject is complete and practical. Time is raw material that costs nothing, and every man has an equal amount of it, he explains to a salesman. Some men sell this raw material in the form of hard manual labor, and get only a dollar and a half a day for it. A man like Frick or Carnegie, with just the same amount of time, manages to sell it for tens of thousands of dollars a year. There seems to be no upward limit in the figures at which time can be sold when knowledge and ability are added to it. Therefore, he keeps his men centered on selling their time, plus knowledge and ability, shows them how to lay it out to get the best returns from each day, and keeps them so intent on marketing something that belongs to them that they seldom lose interest in selling what belongs to the house.

The sales manager of a house with several men covering foreign countries says that the foreign field is the hardest test of sales management. Men in a strange

country, struggling with unfamiliar customs and language, easily grow despondent. To keep them keyed up, he writes frequent letters giving news of the house and the men at home, and it pays handsomely in sales. A schedule of foreign mails is always on his desk, and he makes it a point to have something for his foreign salesmen on each steamer coming into a port where they are working. One of the most aggressive shoe selling organizations in the United States is kept in tune by the same device, the president of the company being sales manager in this case, and writing weekly letters to men on the road. Each letter sounds some new note, announces some new point in policy, and raises enthusiasm.

One type of sales-manager will handle his men as individuals, as does a real estate promoter in New York City, whose best salesman was formerly an actor. The latter makes a far better income than he ever earned on the stage, and likes his job immensely. Yet several times a year the boss finds it necessary to invite him and his wife to his home, show him a little personal attention, let him know that he is appreciated as a good fellow apart from business. If this isn't done every so often, the salesman literally begins to pine away. Asking him out to the house and assuring him that he is a wonder seems to play the same part in his present work that the applause used to play when he was doing one night stands.

Another kind of manager will handle his men like an old-fashioned preacher, holding them up to an almost austere sense of duty. An excellent illustration of this method is a certain general agent in a New York life insurance office, who was born in Scotland and has so strong a tincture of Scotch theology that he always wanted to be a preacher, but missed his calling. On a Monday morning he will gather his soliciting force and begin talking. They did well last week, he admits. The office got more insurance than in the same week of any previous year. If they think that

they can safely rest on what was done last week, however, they are greatly mistaken. Have they ever stopped to reflect what it would mean if each man there had brought in as little as one more application in the week just past? The premiums would have meant something in the form of cash, certainly. But that isn't what he is thinking about. Suppose each man had brought in just one more application for a thousand-dollar policy. Consider what that would have meant to the people they had persuaded to take out the additional insurance! Think of the poverty and misery abolished among widows and orphans! Think of the addition to the peace of mind of the policyholders! Stop a moment and realize what just one little thousand-dollar policy apiece would mean to the thrift and prosperity of the country! Suppose each man in that office were to do it this week, and next week, and every week for a year! By the time this theological general agent has finished talking those solicitors hustle out and begin getting business, and temperament seldom bothers his organization.

SUCCESSFUL COMMUNITY ADVERTISING TO FARMERS.

The responsiveness of farmers to community advertising is well shown by the results that have attended the operations of Everett, Wash.

Early in 1910 the Everett Chamber of Commerce inserted small advertisements in a number of farm journals of the Middle West. This list comprised such papers as the following: *The Dakota Farmer*, of Aberdeen, S. D.; the *Farm Press*, Chicago; the *Northwestern Agriculturist*, Minneapolis; the *Orange-Judd Farmer*, Springfield, Mass. The *New England Homestead*, *Greene's Fruit Grower* and *World's Work* were also used.

In less than one month from the first insertion 590 letters were received in reply to these advertisements, and for several months afterward the replies continued to come in at the rate of about five per day. In speaking of the actual results, H. W. Patton, secretary of the Everett Chamber of Commerce, says:

"There is little doubt that this small advertising campaign has been productive of good results, and we know of a number of persons who have been induced to settle in Snohomish County thereby."

GRAPHIC CHARTS IN SELLING AND ADVERTISING SYSTEM.

INGERSOLL WATCH COMPANY EXAMPLES SHOWING HOW RELATIVE COMPARISONS ARE MADE SIMPLER—WHAT INFORMATION CHARTS CAN BE MADE TO YIELD UP—PARALLELING SALES AND ADVERTISING.

By F. D. Martin.

If every advertising and sales-manager could graphically set before himself, in their true proportions to each other, the facts and figures concerning his market and his sales efforts, we could reasonably look for greatly increased selling effectiveness.

The lack of this accurately

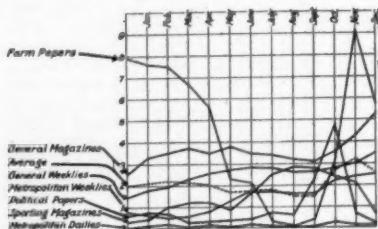


FIG. 1.—PERIODICAL ADVERTISING RESULTS PER UNIT OF COSTS—INGERSOLL WATCH CO.

graphic presentation of facts and figures is often a serious handicap upon a business. There is probably no greater handicap to a man in business than his inability to see facts and figures in their true comparative relations, and to read the significant lessons they carry. There are many men to-day who are pretty well able to keep in their minds a very clear picture of such things, and scheme out *mentally* the deductions which should be made from them; but it takes a particular order of mind to be able to accomplish this with real accuracy. Even at best it is somewhat dangerous to depend upon internal visualization rather than the external black and white record.

Thus, for instance, a sales-manager might carry in his head

an approximate realization of the conditions which would be represented in a plotted chart by a curve of, say, season sales-possibilities; but it is fairly certain that there would be slight but significant "humps" in that plotted line when scientifically put on paper, of which he would not be aware if he depended only upon his mind.

It is true that so many considerations enter into sales and advertising conditions that any plotted chart which might be designed must necessarily fall far short of giving a *perfectly* accurate picture of conditions. But such advertising and sales managers as are not unduly prejudiced against a temperate use of systems will appreciate that it is far easier to have the mind retain the smaller considerations impossible to put on charts when the broad and plottable things are before the mind's eye to serve as a concrete reminder and as an association of ideas for such smaller special considerations.

Not long ago at a dinner of the Technical Publicity Association, some interesting examples of the use of graphic charts in selling and advertising were put on a screen for the benefit of members. Chief Engineer Tohman, of the National Lead Company, prepared the minds of the little audience by showing examples of the use of graphic charts in more mechanical and technical lines, demonstrating to what extremely widespread practical use such charts have been applied in every sort of industry.

Following this, the young man who plots the sales and advertising charts for the Ingersoll Watch Company presented some particularly interesting charts which, while admittedly not completely accurate, yet served to give much practical guidance in the selling activities of the company. Three of these charts were of unusual advertising interest and are herewith reproduced. Figure 1 shows



THE SELECT COUNTY WEEKLIES Of New York

Is an Association composed of Weekly Papers in the State of New York, which have 2,000 circulation or more, or have the largest weekly circulation in the County where published. The list is composed of the Strong Papers of Large and Known Circulation. They are papers of modern methods which General Advertisers have found to be profitable.

"It pays to be especially discriminating in choosing media among country weeklies."—*Printers' Ink.*

OFFICERS:

President: GEORGE E. MARCELLUS, the Le Roy Gazette

Vice-President: L. C. SUTTON, the Massena Observer.

Secretary and Treasurer: WILL O. GREENE, the Fairport Mail.

Following is a list of the papers belonging to THE SELECT COUNTY WEEKLIES OF NEW YORK, the circulation given being guaranteed by the publishers.

Name of Paper	Town Where Published	County	Circulation
Herald	Watertown	Jefferson	5,000
Recorder	Catskill	Greene	4,350
Republican	Lyons	Wayne	3,000
Gazette	LeRoy	Genesee	2,000
Republican	Cooperstown	Otsego	2,200
Monroe County Mail	Fairport	Monroe	2,400
Observer	Massena	St. Lawrence	2,750
Times	Owego	Tioga	2,245
South Side Observer	Rockville Center	Nassau	2,050
Democrat	Cortland	Cortland	2,402
Long Islander	Huntington	Suffolk	2,300
Sentinel	Granville	Washington	3,350
Democratic-Register	Ossining	Westchester	2,500
Journal	Adams	Jefferson	1,800
Journal	White Plains	Westchester	2,436
Reunion	Watertown	Jefferson	3,000
Observer	Fulton	Oswego	1,800
Tribune	Medina	Orleans	1,750
Highland Democrat	Peekskill	Westchester	2,000
Gazette and Journal	Baldwinsville	Onondaga	2,800
Adirondack Enterprise	Saranac Lake	Franklin	3,350
Herald	Boonville	Oneida	4,000
Democrat	Hoosick Falls	Rensselaer	2,100
Western New Yorker	Warsaw	Wyoming	3,680
Ontario County Journal	Canandaigua	Ontario	2,250
Independent	Hamburg	Erie	3,000
Post	Ellicottville	Cattaraugus	2,450
Spectator	Rushford	Allegany	2,200
Chemung Valley Reporter	Horsesheds	Chemung	1,600
Republican	Cazenovia	Madison	1,600
Enterprise	Altamont	Albany	2,000
News	Warrensburg	Warren	2,200
Farmer	Malone	Franklin	6,031
Chronicle	Penn Yan	Yates	4,000
Democratic-Union	Oneida	Madison	3,000
Union-Gazette	Newark	Wayne	2,400
Wyoming Times	Warsaw	Wyoming	3,070
Republic	Brockport	Monroe	1,215
Republican	Schoharie	Schoharie	2,500

Advertisers will correspond directly with publishers for rates.

a chart of periodical advertising results per unit of cost. This unit of cost in comparison with "results" could not, of course, be directly based on a dollar, but was approximated for practical

from the summer dullness, induced partially by extra strong advertising expenditure, also justified by the fact that prior experience has shown that the largest ratio of results is then obtainable.

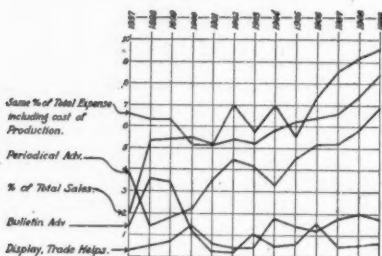


FIG. II.—ADVERTISING AND SALES CURVES.

purposes. A dotted line was then drawn across the plottings to illustrate the general average. This map, being based upon a year's advertising by months, naturally was most valuable in pointing out seasons and their relation to sales. In the matter of farm papers, for instance, in which the widest variation occurs, the line descends and ascends from practically the highest to the lowest points between February and November, and indicates that August is the low-water selling month to farmers. It must necessarily be borne in mind, however, that these results are affected by the fact that advertising is steadily dropped beginning with April, and one might readily say that there could naturally be no sales when there was no advertising. This aphorism would need to be further discounted, however, by the fact that the gradual discontinuance of advertising during the summer months became house policy through tests in prior experience from results obtained when advertising was done during summer months.

The very strong hump in November is explained by the particular sales conditions surrounding Ingersoll watches. Every sort of advertising field experiences a strong boost just prior to the holidays. This is, also, inversely

impulse from advertising to be most readily tabulated.

On the other hand, results from metropolitan daily paper advertising are at the other extreme of approximation and, therefore, can be stated with the least amount of certainty, due to the fact that so many additional selling factors are at work upon city trade that it is difficult to separate them and properly credit newspaper advertising.

The peculiar nature of political paper advertising is well illustrated in this graphic chart by the very strong hump which centers itself around October. This, of course, is explained by the usual political activity in this month and its subsidence immediately after election day. It naturally has a period of general lull, with only a slight rise during spring elections and after late summer political conventions.

Another unique thing is shown in the fact that the general weeklies show a considerable and steadily maintained rise from spring until fall, whereas the general magazines reach their low-water mark during August. This perhaps, might be explained by the fact that weeklies seem to be popular reading in summer months, when perhaps during winter months people are more busy.

In Figure II, where an attempt

is made to graphically depict the relation of advertising to sales, there are naturally some reservations and discounts to be made from so ambitious an attempt, but the results are, nevertheless, fairly significant. In general it is pretty well shown that advertising and sales follow approximately the same elevations. This, of course, is good vindication for advertising policy, even after proper allowance is made for the balanced apportionment of advertising expenditure to general anticipation of sales. Two factors are particularly interesting as showing the value of a well-backed periodical advertising campaign, in the relation to sales and advertising of the plotted lines showing outdoor advertising and also trade helps. It is shown, for instance, that during the earlier years, when periodical advertising was at its lowest and less costly outdoor advertising was used, the sales were well boosted. Then, when periodical advertising was allowed to increase, rapid success was experienced for several years. Following this when, about 1904, periodical advertising was allowed to lapse considerably and window displays and trade helps were emphasized, there was another strong boost in sales. Since 1906, when dealer helps, as well as periodical advertising, were increased, sales have mounted the highest in the history of the business.

In Figure II is also an interesting curve showing a percentage of total expense, including cost of production. This bears directly on the oft-discussed problem of the relation of advertising to cost. It will be seen that in 1897 total expense was at its highest, naturally, when all the work of introduction was starting and when factory system and the reducing element of quantity production had as yet no chance to figure.

But from the very year that periodical advertising and trade

helps were increased, total expense lowered itself, and, from then on, with the exception of but a single period of short duration kept an even ratio with sales, and also with advertising. In fact, the line shows closer conformity to periodical advertising than to sales total.

Figure III shows the relation of advertising to new customers in a single year. This table has no very great value, inasmuch as new customers can only be guessed at from general data, the Ingersoll business not being a mail-order one. The same radical boost tendency as the holidays approach is noticed in all curves.

Two other charts not reproduced here were shown; one a "sales and plans record" in which

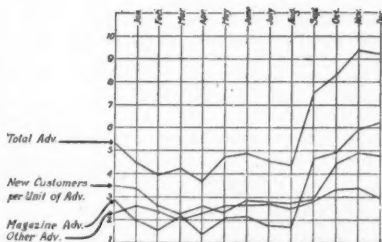


FIG. III.—ADVERTISING AND NEW CUSTOMERS.

the sales records of the home office were plotted in comparison with various branches. When bonuses were offered the matter was indicated with horizontal lines for the time they were in effect.

The other chart showed an individual salesman's chart, on which was plotted a line giving the average sales of other men for the year; the salesman's expense and the calls reported. In addition to this a unique thing was shown. For six months the salesman solicited by traveling in the usual way, his sales during this time starting at nought January 1st and reaching three on the sales chart by June. From then on he used an auto and by the end of December his sales had

reached 95 as against 78, the average of other salesmen.

Such charts, when they can be fairly accurate, are great time savers to executives. The same knowledge of comparative values which is sought by a lengthy study of tables of figures and data, by necessity rather clumsily brought together, can be grasped at a great saving of time and with greater precision by the use of graphic charts.

There is, of course, the danger present in all attempts at "system" that such charts will be credited with infallibility and that such system will be made an end and not a means. There is nothing so futile and ludicrous as the system lover who concocts imposing series of systems and believes he is making his business more scientific with them. There are too many qualifying, varying, upsetting conditions that enter into advertising and selling to make any system of comparisons and grouping more than relatively true or more than generally suggestive.

REGARDING SUNDAY ADVERTISING.

The Washington, D. C., *Herald* comments as follows upon the decision of the Missouri Court of Appeals against the *St. Louis Republic*, which held that a newspaper could not collect for advertising in its Sunday edition because the contract was in violation of the Missouri Sunday labor laws:

"The court evidently failed to take into account that the bulk of the labor which was involved in the writing of the advertisement, the setting of the type, and perhaps the actual printing of the paper was performed on Saturday night. Judicial consistency will require that the same rule apply to advertising which is published in a Monday morning paper, and it would seem that an advertisement which was put in type on Sunday for publication on every week day succeeding would also come within the gratuitous class of service. The rule might as well apply, also, for the benefit of advertisers whose cards are displayed in the street cars running on the Sabbath day, with a reduction of one-seventh the weekly rate in recognition of the Sunday exemption. Such reasoning may be carried out to almost any extremity and sublime indifference to diurnal distinctions."

The L. Leroy Curtiss Advertising Company, of Kansas City, made an assignment on November 11th for the benefit of creditors.

THE AD-WRITER'S PERSONAL FREEDOM.

Last week, in the *Atlanta Constitution*, a full-page ad appeared over the signature of I. S. Jonas, advertising manager of the Chamberlin-Johnson-Dubois Co. (until recently advertising manager of R. H. Macy Co., New York). Two letters, one from a friend, and one Mr. Jonas's answer, constituted the copy. Part of this letter contained the following interesting comments:

"Oh, the time advertisers waste, and the space they squander in cant and equivocation and measly-mouthed mediocrity.

"The facile writer is subjected to a system of suppression and repression, his sincerity is scratched, he scarcely ever dons the chevron of intellectual emancipation, his conscience goes atrophied with his ambition.

"That's the result of droll, destructive critical power. Constructive criticism never comes to his rescue. He is cuffed, clubbed, ground and practically sent to the bench.

"The owner of one of the most exclusive dry goods stores in New York requested his advertising man to read aloud the proof of the next day's announcement. When the reader paused an instant at the end of a sentence, the owner asked 'is there a verb in that sentence?' 'Of course,' replied the advertising man. Quick as a flash came the order 'Take him out—I want no verbs in mein ads.' There's the answer. Most of the education and regeneration must begin at the top. The man born to write advertisements should refuse to serve that type of employer. He can't do it and retain the exaltation that is the reward—and the chief reward—of work well done. For my part, I'd rather plough the fecund and prolific earth than attempt to plough through the arid and sterile mentality of such human clods. Make no sacrifice, no compromise with salary at the cost of self-expansion. It's a natural instinct to coin your talent into money. It's a supernatural instinct to hold firm to the personal equation—to defy restraints and be yourself. Never hire to any man who seeks to curb your self-expression or attempts to destroy the individualism that makes you different from others.

"Some of us are full of sympathy with the motive that is trying to lift advertising to the plane of the learned professions. But the trouble is that the lifters are in the pay of men who have only one aim in business. They can't realize that it is possible to make great fortunes and still be failures. The tilt is hardly strong enough to be called a conflict. However, there is a tendency to forsake the old hollow methods with the old honeyed phrases that have done duty so many years."

Joseph Mitchell Chapple and Thomas Balmer, editor and advertising expert, respectively, were the principal speakers at the noonday luncheon meeting of the Minneapolis Publicity Club, at Hotel Radisson, Wednesday, November 16th. "Conservation in Advertising" was Mr. Balmer's theme, while Mr. Chapple told about "The Real Ethics of Advertising."

"PRINTERS' INK has a reputation that is national—is recognized by the largest advertising agencies in America, and carefully read by the brainy advertising men of this country. The most important issues of this advertising age are carefully studied by its editors."

This description by the Salt Lake Herald-Republican gives the very reason why every live publication should use the advertising pages of PRINTERS' INK.

"The brainy advertising men of this country" who read it comprise practically all the big national advertisers, their advertising managers and advertising agents—men who decide or influence the expenditure of hundreds of millions of dollars yearly for advertising.

PRINTERS' INK is **"carefully read"** by these men every week. They look through its advertising pages for the latest facts about the live publications. Do they find **your** advertising there?

Make a contract for **regular space** in PRINTERS' INK for 1911—tell your story constantly—and watch the results.

Printers' Ink Publishing Company

12 West 31st Street, New York City

THE BUSINESS EQUIPMENT OF AN ADVERTISING MAN.

THE COMMERCIAL CAPTAINCY REQUIRED OF MODERN ADMAN—THE CROSS-CURRENTS OF BUSINESS—SEEING AHEAD—HUMAN NATURE AND THE SHORT CUT TO RESULTS—EXTRACT FROM TALK TO PILGRIM PUBLICITY ASSOCIATION, BOSTON, NOVEMBER 21ST.

By J. W. T. Knox,

Sales and Advertising Manager, Chester Kent & Co. ("Vinol"), Boston; formerly Advertising Manager, Frederick Stearns Co., Detroit

It was a New England man, the greatest philosopher this country has ever produced, who put into one short sentence the best conception of the duty of an advertising man that I have ever found. He said:

"I need someone to make me do what I can."

He was not speaking of business, nor of that part of business which we call advertising. But he was speaking of human nature (which possibly no other man but Shakespeare ever understood more fully) and human nature is the very essence of successful business and successful advertising.

We shall have to paraphrase Emerson a little to get at the meaning I wish to bring out. There must be many manufacturers to whom their business would say, if it could speak, "I need someone to make me do what I can and be what I can."

And it also seems to me that it is peculiarly the duty and the opportunity of the advertising man to answer this mute appeal of modern manufacturing and merchandising. Let us have no misunderstanding at this point. I shall not try to convince you that the advertising man should displace the general manager. My argument contains nothing more dangerous than that he should be the general manager's trusted lieutenant.

I am going to ask your atten-

tion then for a few minutes to this view of the advertising man's work. It is for him to sense the full future and the greatest possible extent of the business in which he is engaged to make the business do what it can and be what it can.

The business may, by its very nature, be local only. If so, he will develop it by intensive methods, striving to reach every possible purchaser, and to bring each purchaser up to the full limit of his buying capacity.

Or it may be a national business, actually or potentially, and then he may find it wise to employ extensive methods first to shut out and discourage competition all over the country, following this with intensive cultivation of trade over a restricted but constantly widening area, as fast as the machinery at hand will permit.

You will see from this that the advertising man must be something more than a juggler of words or a trickster of phrases. Among us who are actively in the work, at least, there is growing a keen appreciation of the truth that good advertising is but one outward expression of a very high grade of business captaincy, and that the most difficult and important part of the work is that which comes before ever pencil is touched to paper.

We believe that the advertising man must be a thorough-going man of business, broadly developed in all essentials and specially trained in all that touches upon his own work. He must study the currents and cross-currents of commerce; he must learn to know and anticipate the great tides of trade. He must analyze and he must construct. He should be a man with a vision—but not a visionary. He should be able to see opportunity where she lies hidden from the dull gaze of average men; and he should also know that she has fled, when the average man seeing where she has lain thinks she must yet be close at hand.

Business is forever trying to see around a corner before the corner

is reached. It is the advertising man's business to have sufficient constructive imagination — which is only another name for foresight—to do this now and then.

Even successful business but rarely progresses in a straight line. Most of the time it is tacking against the wind and over rough seas. So the advertising man must be prudent without being timid; courageous without being foolhardy.

The advertising man must be a man of dreams—but not an idle dreamer,—for he must make his dreams come true and this calls for initiative action and enthusiasm of the highest order. He must know human nature, in the unit and in the mass, so accurately that he can project himself into the daily life of the people, feel their needs and think their thoughts. This will show him the short-cut across lots to market, while his competitor is traveling the longest way around. The man who conceived the idea of giving premiums with merchandise—an idea that has made numerous millionaires—knew human nature. He knew that people are so anxious to get something for nothing that they are willing to pay more than it is worth.

To all these things add that spirit of loyalty which makes him work in harmony with the declared policies of the organization; add that spirit of fairness toward his own subordinates which will inspire a like loyalty in them; add also an integrity "so fine that it would feel a blemish like a wound"—and then you have the larger part of the mental and moral equipment of the man who can make your business do what it can and be what it can.

It may be said that I have forgotten to mention one thing—the ability to write good advertising. That, indeed, is a good thing to have, but it is not essential. What is essential is that he shall know good copy when he sees it.

I grant that I have pictured a somewhat different type from that so familiar a few years ago. We have progressed far beyond the ken of the man who used to boast

with a fine show of frankness that he had been in the advertising business twenty years and knew less about it than when he began. Quite possibly he spoke the truth—it is very difficult for some people to learn even by experience—but I wouldn't care to have that sort of man spending my money. And we look with pity on the cynic who says that advertising is a game and a gamble,—for it is not exactly honest to gamble with another man's money when he doesn't know it.

Because many talented young men in advertising have this ideal you will often find in their working library books on economics, finance, art and psychology, in addition to those you would expect.

A WORD FROM THE GOVERNMENT ABOUT FOREIGN TRADE PLANS:

DEPARTMENT OF COMMERCE AND LABOR,
BUREAU OF MANUFACTURES,
WASHINGTON, November 18, 1910.

Editor of PRINTERS' INK:

I have just been reading with interest, in your journal, your article entitled "Extension of Export Trade." I am gratified to know the publicity which is being given to the efforts of the Department of State and the Department of Commerce and Labor to extend American export trade. I take the liberty of inviting your attention to the fact that the State Department has secured for the last two years an annual appropriation of \$100,000 to be expended in the promotion of our foreign trade through the organization in Washington and by supplementing the efforts of consular officers abroad. The Bureau of International Commerce, which you state is to be established, is practically already in existence under the title of the Bureau of Trade Relations. The two departments under the law work in close co-operation in the matter of foreign trade extension, and the Bureau of Manufactures is charged with the publicity branch and is equipped with the machinery of indexes and files, and the publications known as the *Daily Consular and Trade Reports*, *Confidential Bulletins*, *Commercial Relations of the United States*, and special bulletins which are distributed to American manufacturers and exporters as widely as possible. It is certain that this work will be greatly extended in the near future. It is noted that your article quotes an estimate of an increased trade of \$1,750,000,000 within the next five years. I hope this estimate will be justified by the facts. The exports of manufactures for the last twelve months have reached an aggregate of \$800,000,000.

A. H. BALDWIN,
Chief of Bureau.

\$199,735.45

That is the amount of cash advertising carried by the superb Christmas editions of

The **Butterick Trio**

Just a trifle short of *two hundred thousand dollars*—a new record for a single month. And convincing testimony of the advertisers' confidence in the Butterick Trio clientele.

On the opposite page we show a list of national advertisers who have full pages in our Christmas editions. (To print a list of our advertisers who used *less* than full-page space would require at least two more pages in PRINTERS' INK.)

Just scan the list of full-page advertisers shown here. They are all included among the biggest and most successful advertisers in the country. These national advertisers have become big and successful because their ad-



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**Circulation One Million Five Hundred
Thousand a Month and
Growing!**

Robert Frothingham



Would you do it?

Would you pay for a paper for five years ahead, if you did not intend to read it thoroughly?

The FARM JOURNAL edition is now over 800,000, and the great majority of its subscribers have paid from FIVE TO TEN YEARS IN ADVANCE.

Did you ever hear of another paper with such a list of subscribers?

"The children all want the FARM JOURNAL first," says an Illinois farmer's wife.

"It deserves a large share of the credit for my success as a farmer," writes a Massachusetts man.

"I grab for the FARM JOURNAL as soon as it comes," says a Kentucky housewife.

"The ideal periodical for the country home," says a Maine farmer.

Such testimony from readers accounts for the results which the FARM JOURNAL brings to advertisers.

"It does better work than all of the other mediums we have used," says an Eastern advertiser. And this, repeated over and over in varying forms, is the verdict of many advertisers.

If you have something good for farm or household that you want to sell for five years to come, advertise it in the FARM JOURNAL.

Be prompt with copy. Forms for January close December 5th, unless all space is taken earlier. Over 800,000 copies, \$4.00 a line.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

MORE PERFECTLY INTER- LOCKING SALES-PLAN- NING.

NEED FOR MORE COMPOSITE AND PERFECT-FITTING PLANS FOR BACKING UP AN ADVERTISING CAMPAIGN.

By Fowler Manning.

General Sales and Advertising Manager,
The Grape Products Company
(Walker's Grape Juice),
Northeast, Pa.

When an advertising campaign fails, the agency usually feels that the advertiser's selling was at fault, "did not co-operate properly with the advertising," or that the goods were not right.

The advertiser is very prone to believe either that the advertising was not right, or that he didn't need any advertising anyway—but he will not admit that his sales effort was at fault.

The average advertiser is more than apt to feel that his sales equipment is "all right," and he is almost certain to point to the fact that he has "built his business with it," or something of the sort.

It is hard to go back of certain definite results previously accomplished, but the stern fact still remains that many splendid *advertising* campaigns fail of their purpose because the underlying *sales* campaign was not of the right caliber or pattern, to co-ordinate perfectly with advertising plans.

One of the most excellent examples of this is the case of the advertiser who has brought his business to a point where greatly enlarged advertising operations are needed, or are possible.

In view of the fact that his sales organization has proven adequate up to that time, he naturally feels that the only way in which this new advertising force can affect his selling organization will be to make selling *just that much easier*. This assumption is certainly logical, and in its reasonableness, lies the danger—for the *increased* advertising has increased the *selling demands*, in order that the added gross advertising expenditure may be applied against a proportionately greater sales volume. Otherwise the *advertis-*

ing results will not be satisfactory, even though selling increases may come during the term of the campaign.

In such instances it is mighty hard to find a sales department willing to assume any part of this burden—the same, or even a lowered, *selling* expense will be pointed to, and the average sales-manager says (especially if the advertising is handled by another head): that *his* department did the business as usual, but he really "couldn't see where all that advertising did so much good."

And, from *his* viewpoint, you cannot blame him—for the reason that he only got the "usual" increase in sales, at the same *selling* cost, or about. Advertising results do not become apparent *quickly*, unless one is intelligently searching for them.

So the conclusion is reached that "we did too much advertising this year," and that expenditure is lessened for the following year—another change of agencies, of course—and the sales department reaps the good results of that advertising the following year, again demonstrating that the sales organization is and was "all right."

The fact is that nearly every material change in the advertising plan or expenditure *demands* a corresponding change in or revamping of the selling organization. Or, rather, that the selling plans be made to *conform* to the changing advertising conditions.

A sales force which has successfully or satisfactorily accomplished sectional development, or fair distribution ahead of a change to *national* advertising, cannot always be depended upon to take care of the more complicated situation arising when the larger, or national, campaign is launched.

Aside from the greater field to be taken care of, the selling problem itself is changed, or is very apt to be, when the larger thing is undertaken.

The agency knows this, of course, and if attention be called to it, can usually be of great assistance in the thorough matching-up of selling and advertising plans, and organization.

But the agency usually has too hard a time getting the business, to take much of a chance of displeasing the sales department by "prying" into its makeup—and that same sales department feels fully able to take care of itself, "without the help of a lot of advertising fellows who don't know anything about selling goods, anyhow."

So, the major advertising plan is worked out—well balanced, copy good, right media, good trade work, etc., depending absolutely upon the sales department for its salvation, thorough distribution, intensified dealer support, and development of new avenues of sale made possible by the campaign.

In fact, few big campaigns can win without working out *every possible* sales channel, and unless our sales department is on the alert for these, and is thoroughly conversant with the campaign, with its increased possibilities, purposes, demands, etc., and has the money, men, and methods with which to carry out the grand composite scheme, a loss of efficiency is certain to follow—and this brings us back to the first question, "Who shall insist upon the proper composite plan?"

Granting that the advertiser takes the greater risk, he seems the logical man to look out for those things which mean so much to his welfare.

In view of the fact that he is paying his agency for *knowing* about the necessities brought about by certain advertising effort, it seems that the demand is at least urgent upon the agency to protect his own interests, as well as that of his client, by insisting upon *knowing, and understanding in advance*, that adequate selling support is being provided for the advertising proposed.

Properly placed before them (that means hammered in) both the agent and the advertiser know and realize these necessities—but the painful fact is still with us, that many, many, strong advertising campaigns collapse every year because of a weak selling structure underneath.

This "kills" many a promising advertising factor, and reflects unfavorably upon advertising, upon advertising men, and upon the financial aspect of many businesses employing advertising in a material way.

This exact condition is most frequently responsible for the great stumbling block to advertising development; the "mossback" element among the stockholders, the "conservative" directors, etc., and can only be eliminated when an advertising campaign has become a recognized factor of *known elements* which must be taken into account and cared for before profit can or *will* be expected from its employment.

Putting money into advertising without *adequate sales support provided for* is just as good a business proposition as putting steam into an engine without wheels, belts, or pulleys.

To provide an advertising campaign without absolutely interlocking the needed sales elements is exactly the same as equipping an expensive dynamo, and leaving the wiring to be done by some one else, who also makes the final test—if we have good luck, you sold us a good generator, if not, then a short circuit results; and again "advertising doesn't pay—I tried it."

Now the average advertiser is not looking for some one to tamper with his selling organization, particularly if it is fairly satisfactory. And he may even resent suggestions toward any change—even when he has brought himself to the point of incorporating large advertising operations into his yearly budget.

The agent or the advertising manager (or both) are therefore put up against the diplomatic job of properly preparing the selling force for a campaign of advertising. This work is a man's size job, and yet it is highly essential.

Someone must give the most painstaking care to interlocking the new selling conditions created by an advertising campaign if the best results at the least cost are to be secured.

Our Guarantee Helps Advertisers Sell Goods

Mr. Super's letter, which follows, is similar to many we receive from our subscribers, all showing our subscribers' willingness and *ability* to buy from ORANGE JUDD WEEKLIES' advertisers.

Orange Judd Company.

Perry County, Pa., Nov. 7, 1910.

Gentlemen:—

Some time ago I received from the "_____ Co." check for \$2.10, making a total of \$45.18 refund on freight charges on saw outfit. For this sum I am indebted to the AMERICAN AGRICULTURIST (one of ORANGE JUDD WEEKLIES). For while I now know they charged this to me by mistake, I was at the end of my rope, and you helped me out. Thanks. There is not a bit of doubt but that advertisers in ORANGE JUDD WEEKLIES "*must be good.*"

I am writing today to another ORANGE JUDD WEEKLY advertiser for Feed Mill prices. Again thanking you for your help, I am,

Respectfully yours,

(Signed) GEO. H. SUPER.

Mr. Super had to pay this freight because of the advertiser's mistake—but we helped him recover.

It is this *confidence* our subscribers have in our advertisers (because of our guarantee) that causes so many of the best known general—as well as agricultural—advertisers to use those leaders of the weekly farm press

The ORANGE JUDD WEEKLIES

which, because of the technical excellence and plain, practical way in which they are edited, are read by 325,000 of the most advanced farmers in the country—business men who are making money, and *spending* it for the same kind of things that well-to-do city people buy. There is *purchasing* power in our circulation.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States; NEW ENGLAND HOMESTEAD, the New England States. 325,000 circulation weekly guaranteed. No medical or financial advertisements taken.

ORANGE JUDD COMPANY

Western Office:
1209 People's Gas Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

dial. He has for many years enjoyed the confidence of the buyers, large and small. Therefore, according to the statement of the Root Newspaper Association, when he informed the buyers of over 25 large stores that this Scotch Zephyr fabric was something classy and a real prize, they took him at his word and promised active co-operation. More often than not this co-operation turned out to be fine window displays and a mention of the fabric in the newspaper copy.

The Naushon Company is described as being very careful to make sure that a gingham has real selling qualities before placing it on the market. It does not like to take chances upon a new fabric "falling down" when put to the test of selling in the retail stores. It has made it a policy of placing in a dealer's hands a cloth which should withstand the expert examination of the woman buyer.

How it first ascertains this selling quality is no mystery. Its agents watch for the appearance of novel fabrics and patterns in Europe. If a new gingham or what-not is found to have met with little success, the Naushon Company eschews it. But if a new pattern or a novel weave does prove successful abroad, it is duplicated in color and design by the American textile concern and put upon the market at an attractive price.

Thus, it is said, the Scotch Zephyr line, of three hundred combinations of color and design, came to be put out by the Naushon Company. Assured ahead of selling of its popularity among the women, it confidently staked its reputation with the dealer upon the fast moving capacity of the goods.

The copy in the *Dry-goods Economist* began to appear last April. It ran periodically until September when it was withdrawn for the simple reason, so it is said, that the business had been increased about 400 per cent and the mill sold to the April, 1911, delivery.



This advertisement appears in *Printers' Ink* because we believe it will be read by a great many people who are, or should be, "legitimate prospects." Sort of a concentrated audience.

If you are manufacturing or distributing goods for home use and consumption; goods that thrifty, living people of the small cities, towns and villages, with money to buy, should buy; then the same process of reasoning points to your use of THE UTICA

SATURDAY GLOBE

a five cents a copy, illustrated weekly news magazine, delivered by its own boy agents and carriers to more than 140,000 homes in interior New York, New England and adjacent states.

Popular and beloved for nearly a third of a century as few other publications ever have been, THE UTICA SATURDAY GLOBE offers to dealers with worthy goods an almost limitless market in one of the prosperity spots of the world.

Let us go into details with you face to face.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

The advertising began to show marked results almost instantly. The Siegel Cooper, the Simpson Crawford, and the 14th Street stores, in New York, were put successively into the advertisements, which were double page spreads. The usual scheme in this series was to reproduce the fabric, together with a half-tone of the window display given Scotch Zephyrs in these stores, and, also, perhaps a reproduction of the store's daily newspaper advertising of the gingham.

The merchants were asked in this advertising to observe that the famous stores of the land, known everywhere for their careful buying, were heartily pushing Scotch Zephyrs for 15 or 20 cents a yard—a value that would appeal to every woman in view of the fact that virtually this same weave sells abroad for twice or three times the price.

The copy was of the hard hitting kind. It was fact argument, estimated by the advertising man, who has in his time served as advertising manager of department stores, as the most effective with the busy dealer. The phrase, "And here's more evidence," recurred again and again in the series, like the even strokes of a hammer. With the department stores apparently lending a willing hand, the evidence proved to have much weight. The potency of the department store argument was shown by the readiness of many retailers to order the goods without even asking for the usual submission of samples or suggesting that the shipments be made subject to examination. It seemed to be conclusive, in the eyes of the small store buyer, that the "big fellows" had thought it worth while to put Scotch Zephyrs on a special selling schedule.

One of the most resultful ads in the series was a crisp "And Here's more EVIDENCE" talk accompanied by a full page, showing in facsimile letters from the May Company, from the Henry Siegel stores, etc., commending the cloth as a fine seller and giving a good word for the effectiveness of the window display, which

had been supplied by the Naushon Company and adopted by the big stores. This display was usually of a woman clothed in Scotch Zephyr gingham, carrying a parasol of the same fabric, and of an attractive assembly of the cloth in bolts.

It was discovered that the dealers who put in the line after the advertising had begun to attract attention also fell to making displays without any prompting.

To keep Naushon Scotch Zephyrs continuously before the trade, 3,000 reprints of the advertising were sent out to a selected list so that it would be received by them during the week in which the Naushon advertising did not appear in the *Dry Goods Economist*, the advertising in this trade paper going in twice a month.

The increase in the output of Naushon Scotch Zephyr has amounted to 400 per cent, as hereinbefore stated, and this has been accomplished on an advertising expenditure of less than \$3,000. The advertising of this fabric has been devoted entirely to the trade and to the *Dry Goods Economist*. The consumer mediums have not been used at all.

CEDAR RAPIDS WANTS A SLOGAN.

The Cedar Rapids Ad Club is offering a prize of \$50 for a slogan which may be used to boom the city for manufacturing and residential purposes. The contest, which is open to everybody, will close December 15th. The Cedar Rapids Ad Club is applying itself to the betterment of the city with renewed energy. The officers of the club are George H. Boyson, president; Sam S. Wight, vice-president; Leroy A. Kling, secretary, and J. Maurice Pettit, treasurer. The meetings of the club are held each Thursday noon. At special meetings every three weeks speakers of national reputation have been scheduled to appear.

One of the plans of city promotion to be employed by Milwaukee is a "Made in Milwaukee" exposition, to be held in that city some time in the coming year. The show will not only have exhibits of Milwaukee-made goods, but many of the manufacturers' displays will show the processes of manufacture from the raw material to the finished product.

YES—"IT PAYS to Advertise"

A short time ago we received an order for a page advertisement to run three times. This was from an advertiser *new* to the textile field. The first insertion of the advertisement appeared in the October number of the **TEXTILE WORLD RECORD**. On Nov. 11, 1910, the representative who secured the order, wrote as follows, to the publishers of the →

*Facts
About
The
Textile
World
Record*

*The
Medium
That
Covers
The
Textile
Field*

Textile World Record

"I know you will feel gratified, as I do, to learn that the Peart, Nields & McCormick Company, the big manufacturers of box shooks, Philadelphia, are very much pleased and enthusiastic over the returns from their advertisement. To-day they told me that they have received a number of inquiries from the advertisement, one of which had already materialized into an order for a carload of box shooks, and others are coming in every day. They also assured me positively that we would get a renewal when the present contract runs out."

Other manufacturers who have not yet started to cultivate the textile field will find that they, too, can get satisfactory results if they will reach the mill buyer through the **TEXTILE WORLD RECORD**.

Send for "The Textile Mill Trade—How to Reach It."

TEXTILE WORLD RECORD

(Circulation Examined by the A. of A. A.)
LORD & NAGLE COMPANY, Publishers
144 Congress Street -*- Boston, Mass.

WHERE THE SALESMAN COMES IN ON ADVERTISING.

RELATION BETWEEN THE ADVERTISING DEPARTMENT AND THE SALESMEN FORCIBLY PRESENTED—VALUE OF GOOD WILL TO SALESMEN—ADDRESS AT TOWN CRIERS' CLUB.

By Jesse H. Neal.

Advertising Manager of the St. Paul Roofing and Cornice Company, and President of the Town Criers' Club of St. Paul.

Every salesman must employ correct advertising methods or he will not be successful; and advertising copy, whether it be for booklet, catalogue, periodicals, or what not, must be built on the principles of good salesmanship to achieve results.

Advertising may be the steam power back of the sales machinery, and the advertising engineer may keep up a fine head of steam by burning the firm's money under a forced draft of wind, but it will all be wasted energy unless every part of that machine is adjusted so as properly to utilize the power created. The advertising department is only one element in a selling organization, and its success depends in large measure on the harmonious co-operation of all other elements.

It is not sufficient that a man be persuaded to buy. When he buys he must get that for which he bargained. His treatment by the house, by the salesmen, and in all of the subsequent relations, must be such as to inspire confidence and satisfaction.

What can advertising do for the salesman calling on the retailer?

In the first place, it can create good will. A few years ago they had Arbuckle on the witness stand, trying to get him to give an inventory of his wealth. The old man mentioned almost everything he had except the cumulative value of his advertising, his manufactured good will. He has paid out more than a million dollars in advertising, and thus created a property, none the less real, even though it is intangible, worth more

than his entire plant. If Procter & Gamble should give up their right to the exclusive use of the name "Ivory Soap," they would have to begin business over again. You can buy shop, tools, machinery and labor with money, but the good will and confidence of the buying public, result from the expenditure of advertising effort, whether in printers' ink, personal salesmanship or both.

Shops and equipment deteriorate with time, but good will, reputation and its attendant advantages grow larger each year, like the waves of a pebble dropped in the water. There is not a manufacturer in the country whose product is established in the good graces of the consumer or dealer through advertising, whose good will is not the biggest asset of the business. There is not a non-advertising manufacturer selling to the jobber exclusively, who has any other assets than those which would be disclosed by an inventory of his plant.

It may be that a firm has products that are different, or better in some way than its competitors. But this advantage is of no value if it is not implanted in the mind of the prospect. The big plant and splendid equipment and its possibilities of service must be laid before the prospect in the most impressive manner.

A salesman may see him once in a while, but he can't stay long. He has got to keep moving if he expects to get home Friday night. It may be that the prospect is under the weather when the salesman calls, or worrying about troubles of his own. The salesman can't help that, and he digs for the next town. Of course, he does his best, but if that doesn't happen to be effective, what's going to be done about it? That's where printed matter and the advertising comes in. It has no expense account, it doesn't have to catch the 4.30 train, but stays with Mr. Prospect until the finish.

Advertising also does this for the salesman: It attracts attention, arouses interest in the mind of the prospect, even when it does not create the desire to possess

and the desire to buy. Thus the sale is more than half made when the salesman calls. He can start right in on his closing talk. Properly done, advertising sows the seed of interest, waters and nurtures the growing desire, and leaves to the salesman the picking of the fruit. No one can question the increased efficiency of a salesman working for a house which follows that policy.

If a salesman is open-minded and progressive he will study the application of advertising principles to his business just as closely as the ad man studies the principles of salesmanship. The salesman has the tremendous advantage of personality, and this power should be applied in complete harmony with the advertising policy.

To begin with, the salesman should present goods just as they are, not 50 per cent. of the truth nor 125 per cent. of the truth. The character and reputation that means so much to the house must

be maintained by the salesman. He is not a free agent, but the personal ambassador of his firm.

I believe the good fellow racket is overworked. It has value, but it must be remembered that self-interest is the motive that compels a man to sign orders. Show a man how to sell and you have paved the way for him to buy. Thus it is that many salesmen are prepared by the ad man to present the dealer with a complete advertising plan of proven value. The dealer must be taught the talking points of the goods and shown how to develop and create business. Of course, that is primarily the work of the advertising department, but the salesman "cashes in" on the result of that work, and should use his time freely to increase the effectiveness of this work.

Successful schemes that have been worked by other dealers should be laid before him.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

HOW SHALL THE MANUFACTURER MEET COMPETITION?

THE OLD BUGABOO IN MANY FORMS
—CHARACTER THE CHIEF ASSET
—SOME WAYS WHICH HAVE BEEN
EFFECTIVE—BROAD POLICY MOST
SUCCESSFUL—THE PRICE TROUBLE.

By Lynn G. Wright.

A house which has consistently hewn to the line of good goods and square dealing finds itself armed with that greatest of all weapons against competition—*character*. Many is the manufacturer who has had the skirmish lines of his sales force temporarily driven in by some upstart of an invader and has discovered that his good repute had a resistance strength of which even he himself was not fully aware.

A firm which makes gas stoves and other species of gas burners learned with feelings bordering upon consternation that the patents which had given it nearly a monopoly had been declared void by the courts. Feeling secure behind the shield of the three fundamental patents, the manufacturer had fixed prices twenty-five per cent. higher than any other competing article. The president of the company hurriedly called in his sales-manager and broke the news to him.

"We must lower prices at once," the president said. "Now that our competitors are at liberty to use these patents, we must meet them in the trade on price."

The official was mournfully convinced that there was no alternative. He was startled out of his melancholy passivity by the sales-manager's answer:

"We won't have to lower prices," the latter asseverated. "Give me three months' trial and I'll show you that we have some trump cards to play that will puzzle our competitors."

The president looked his incredulity.

"Man alive!" he exclaimed. "Do you mean to say that you

can stop water from running down hill? We are up against a business condition that fundamentally demands a lowering of price. If you can beggier a law of economics, you are a bigger man than I am."

The sales-manager again asked three months' grace before any action so radical as cutting the price down to the competitors' mark was taken. He held the respect of his employers, and it was a high compliment to his standing in the house that the president agreed to put off the evil price-cutting day.

The sales-manager was aware of something that the president was not—that all the shots were not gone out of the arsenal. Having come into close touch with the dealers, he more clearly than the president realized what a bulwark the company had in its reputation. More than once he had won a hard battle simply because dealers, and after them the consumers, believed in the quality of his goods. His house had always made it a policy to protect the interests of the dealers, even if it meant temporary loss. And the dealers had often shown their appreciation of this policy.

The sales-manager prepared a form letter which was a masterpiece of its kind. It had none of the conventional form letter remoteness; on the contrary, it read as if it were a face to face talk with each dealer personally. The sales-manager recalled the consistent attitude the house had always maintained toward its dealers, how it had at times even suffered a money loss in order to protect the dealer's pocketbook. He painted a vivid picture. He described the consumer campaign which his house was carrying on. Did not the dealer know that the goods were quality through and through? Were not the gas stoves the kind that the dealer could put into the hands of a valued customer knowing that they would give entire satisfaction?

As a matter of fact, the dealers were aware of these valuable traits of the gas stove house.



The Influence of the Family Doctor

Have you an article which you wish to introduce to every family in the United States?

By advertising to the Medical Profession you secure the direct interest of the physicians and their families.

Indirectly the physician is the adviser of more people in his community than any other five men in it. He sees the families intimately in their every-day life, and is not only consulted but often makes voluntary recommendations about matters outside of purely medical treatment.

The way in which to reach these physicians in the most economic and thorough manner is by taking liberal advertising space in the six leading monthly medical journals—the BIG SIX. These BIG SIX combined reach every physician in the United States and Canada in such a manner as to insure respectful attention to your announcements.

Write for circulation and rates to

American Medicine, New York City.
 Interstate Medical Journal, St. Louis, Mo.
 American Journal of Clinical Medicine, Chicago, Ill.
 American Journal of Surgery, New York City.
 Therapeutic Gazette, Detroit, Mich.
 Medical Council, Phila., Pa.

Now that they were reminded of the quality of the firm's goods, they did very well understand that they were the kind they could push and feel sure that there would be no "come back." The form letter adroitly set them to wondering if any other firm's goods would so satisfactorily, over a period of years, stand the telling strain of daily selling.

The long and short of the matter was that this form letter, together with several other straight from the shoulder arguments, persuaded the trade to hold up the price in violation of what the president had felt to be a law of selling.

The sales-manager succeeded. At the end of three months the sales, far from falling off under the onset of competing articles, even increased. The record of sales and the sheaf of letters from dealers the country over promising support convinced the president that he had ignored in a critical moment when he needed it most his strongest asset—the well-known character of his house and of the goods it made. A consumer advertising campaign, impressing the reliability of the goods, co-operated with the goodwill in the trade to hold up prices to the level that stood when the patents were supposed to be valid.

The experience of this house brings out into clear relief the strongest force that can be put out against competition—character backed up by ability to turn it to strategical account by an advertising appeal to the dealer and the consumer.

Only manufacturers who are insufferable posers strike an attitude and exclaim, "My goods are so good that they are *above* competition!" Such blindness to the abilities of skilful adversaries only invites disaster. Several years ago a maker of shoe blacking in England took this stand. He sniffed at any competition. His shoe polish was everywhere, and everybody knew that it was good, he said. Any one to oust it from public favor would have to have a better brand of black-

ing and "nobody could produce a better brand."

But an irreverent competitor came along with a brand that if anything was a little inferior. But he went about the selling of it with every device known to the artful latter-day sales engineer. He shaved the price to dealers, giving them a slightly higher profit; he then advertised in a way that made the consumer wonder why he had never heard of this brand previously. Before two years had passed the manufacturer who had struck the dramatic attitude of being above competition found himself below it. He was becoming a back number. In fact, he has become a back number. He was evidently so disturbed at the successful raid of his rival that he has not yet emerged from his paralyzing surprise. His blacking is still good, but the public is forgetting its old supremacy. It once was almost a staple. It is now almost forgotten. A crafty and rival-wise sales-manager would have forestalled competition or have met it head-on with all the force of an accumulated good reputation behind him.

An example of an "old line" business man who realized his standing with his customers, and who used this advantage wisely, is a crayon portrait enlarger located in a small town in one of the Eastern states. His business had grown as the art of photography had developed through the tin-type and the ambro-type stages.

A few years after the present "cabinets" had come into vogue he was doing most of the portrait enlarging, in crayon, water colors and oil, in his own county and the ten or twelve counties near it. In a business which included many "shysters," he had unfalteringly put conscience into his work. He guaranteed his enlargements, and his control of the territory in which he was operating was justified by the general excellence of his product.

As "trusts" and other heavily capitalized corporations took form in the nineties, he was disturbed

to find himself confronted by the sinister opposition of a great Western portrait company, avowedly in the field to drive competitors out of business. The far-reaching "trust" was soon throwing "crews" of able salesmen into the district in which for twenty years he had done his selling. The well-coached "trust" solicitors affected to sniff at the work of small houses, and to ask superciliously if any man or woman thought a small copying house could do as good work as an economically managed big house, whose volume of business made it possible to make pictures for less prices.

The portrait enlarger wondered if it were going to be his lot to fall, like so many others, before the onslaught of more highly organized enterprises. He set his jaw and grimly determined that he would make a fight and would give up only after he had been beaten.

He called in his salesmen. He sketched the nature of the opposition. He reminded his solicitors that they were representing a house which had been supplying satisfactory goods in its district for nearly a quarter of a century.

"It is time, now," he said, "for us to see what our reputation amounts to. I feel sure that we can hold our own, but I am going to give you a proposition to advance to our customers that will bring out how much they think of us."

He then instructed each man to authorize every customer, old or new; to act informally as a solicitor of the house. If a woman who might buy a picture would suggest the name of a neighbor who, upon being approached, should give an order, she would be given 5 per cent. commission of her neighbor's order, in cash or "trade."

The plan worked like a charm. It proved to be actually an endless chain of solicitation. It clinched the picture-consuming families of the territory so closely to the old house that the Western company's crews found that they could barely pay expenses.



"NOW WILL THEY BE GOOD"?

THE BIRMINGHAM LEDGER, "*Greater Birmingham's Greatest Newspaper*," got tired of listening to its blustering competitor claiming this, that and the other thing, according to the exigencies of the case, and called it in these few, well chosen, and hard-hearted words:—

"GUARANTEE

"THE BIRMINGHAM LEDGER has a larger average circulation for the first nine months of 1910 than any other Birmingham or Alabama newspaper—morning or afternoon.

"THE BIRMINGHAM LEDGER has at least 5 per cent. larger average circulation for the first nine months of 1910 than any other Birmingham or Alabama newspaper, morning or afternoon.

"THE BIRMINGHAM LEDGER will distribute \$1000 among the charities of Birmingham if any Birmingham or Alabama newspaper can successfully prove to have within 5 per cent. as large an average circulation as The Ledger for the first nine months of 1910, provided any newspaper attempting to prove their claim and failing to do so, will distribute a like amount among the charities of Birmingham."

Then it put up the coin and enjoyed, with others, a sidestepping exhibition that would have made a Highland fling look like a funeral procession by comparison.

No quibbles, no conditions, nothing but the straight out and out proposition above would be listened to, and on Thursday, November 17th, the *Birmingham News* laid down, "whipped to a frazzle."

On Monday, November 21, THE LEDGER carried the 20-page department store advertisement of Loveman, Joseph & Loeb, the largest single advertisement ever carried by an Alabama newspaper.

Have YOU kept in touch with the Birmingham newspapers?

THE JOHN BUDD COMPANY,

Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

Though, for several years, the "trust's" crews beset the territory periodically, they invariably withdrew, worsted. Upon the sales maps of the trust, that district appears as one of the very few "hard nuts" which still remain for it to crack. There was nothing mysterious about the manner in which the smaller portrait enlarger met his competition. He used intelligently his prestige with his buying public.

The manufacturer of a widely advertised article of household entertainment employs a similar plan of making his satisfied customers help fight the battle of business. In his employ are some of the most diplomatic and discerning salesmen of whom America can boast.

He sells to Mrs. Vanderlyn-Astorbilt. After an interval a well-groomed and tactful representative calls upon her. Was she satisfied with the purchase? So glad! Perhaps she knew of a friend whose household lacked the finishing artistic touch which this article could give it? Often she did. In this way one sale was made to produce two, four and even ten others. Mrs. Vanderlyn-Astorbilt was aligning herself in opposition to the efforts of rival houses, but she was unaware of that. She was using her prestige to make business for the house which had sold her.

It was not an uncommon occurrence for a substantial and obviously well-to-do citizen to stroll into the company's sales rooms and say: "My friend Thornton tells me that I need just the kind of ——— which he has. You make it, and so please send it down to my house. No, thanks, I don't care to look at the article. I respect my friend's judgment, and all you need to do is to send me one just like his."

In the heat of selling strife, schemes legitimate and otherwise are often invented to meet competition. A manufacturer put out a nicked towel hanger, which screws to the wall of bathrooms, to sell for \$12 a dozen. It looked no different from the brand that sold to the trade at \$9 a dozen.

The salesmen complained that dealers would not stock up. Customers could see no difference, certainly not a difference of fifty cents.

The manufacturer shrewdly supplied each salesman with a saw, with instructions to use it in his calls upon the dealer. A salesman would buy the rival towel hanger and then deliberately saw it in two; he would then saw in two the hanger that sold for \$12 a dozen. The dealer could then see the superiority of the \$12 article, so that he could explain its merits to buyers. As the dealer made a higher percentage of profit, the saw trick was mainly instrumental in securing distribution against the appeal of a cheaper article which looked on the surface exactly like it.

A manufacturer of soups himself tells the story of how one of his salesmen convinced a Kansas City dealer. The latter objected to the high price of the brand, saying that such and such a soup was just as good and also cheaper. The salesman asked if the dealer was willing to be convinced of the company's superiority as a soup-maker. The dealer was willing to be "shown."

"All right, now for the test. A cat's discrimination of quality is well-known to naturalists. Call your Maltese."

The tabby came, upon being called, and sniffed back and forth between two dishes in which had been poured the cheap and the higher-priced soup. She hesitated a moment and then began, with a purr of satisfaction, to lick up the contents of the higher-priced dish. The dealer was convinced, and gave a good order.

C. S. Young, advertising manager of the Chicago, Milwaukee & St. Paul Railroad for seven years, has resigned that position to accept the advertising managership of the San Francisco *Examiner*. Mr. Young is a graduate of Cornell University. He was associated for four years in an editorial capacity with the *Omaha Bee*, which position he gave up to become advertising manager of the Chicago, Burlington & Quincy lines west of the Missouri River, leaving the Burlington in 1908 to take charge of the advertising department of the St. Paul road.

Needlecraft

Pays Advertisers

THESE LETTERS PROVE IT

The first is from a subscriber and shows that Needlecraft gives its readers just what they want. Without this satisfaction advertising does not pay. The second, from an advertiser, clinches the proof. These are only two of the many bouquets we have on file.

FROM A SUBSCRIBER

NEW ORLEANS, LA.,
Aug. 13, 1910.

Publishers Needlecraft.
Gentlemen:—

I enclose stamps to cover my renewal subscription to your very valuable Needlecraft. I think Needlecraft one of the most practical and helpful magazines published. I pay four times as much for some other magazines which are nothing more than catalogs, in that illustrations are never accompanied by instructions for their making. Needlecraft needs no boosting; one has only to open and peruse its pages, the contents of which are of sufficient merit to extract commendable expressions from every needleworker possessing genuine good taste. May it grow larger with every issue and find its way into every home throughout the land, is the wish of

(Miss) FRANCES EISLER.

FROM AN ADVERTISER

Perforated Pattern Company
NEW HAVEN, CONN.,
May 28, 1910.

Publishers Needlecraft.
Gentlemen:—

. . . You will doubtless be pleased to learn that of all mediums used by us for May, *irrespective of cost of ad, "Needlecraft" paid the best.* This is indeed a strong statement considering the same ad was placed in ——— and other magazines which cost three times as much as "Needlecraft." "Needlecraft" has paid us from the start and we have *been in it every issue* and we are certainly greatly pleased with returns from same. We have already placed it on our list for Fall advertising.

Yours very truly,
PERFORATED PATTERN CO.

Don't Miss the February Issue.

You cannot afford to. It is up to you to put this new medium on your list.

Rate, \$1.00 per line.

Circulation, more than 200,000.

Forms for February close on December 30th.

Agency discount and other information on request.

NEEDLECRAFT

C. D. COLMAN,
Eastern Representative,
1718 Flat Iron Bldg., New York.

E. H. BROWN
Western Representative
1200 Boyce Bldg., Chicago.

WHY THE FORM LETTER IS WORTH ITS SALT.

GENERAL NEED FOR BETTER WRITTEN FORM LETTERS—TESTIMONY FROM USERS—NOTHING DISHONEST ABOUT IMITATION PERSONAL LETTERS.

By Tim Thrift.

Advertising Manager, American Multigraph Sales Co., Cleveland.

The open season for gunning for form letters seems to be at hand, and the advertising woods are filling up with sharp-shooters with carefully oiled pop-guns.

The writer has been much interested in the various articles you have published regarding form letters and the statements made that they do not fool any one, produce results in exceptional cases only, and are poor advertising, anyway.

It is easy enough to pick flaws in any kind of advertising. All mediums come in for a certain amount of grilling now and then. Unfortunately, advertising is something that requires no license—any one who has the price can advertise. There are thousands of form letters sent out every year that merit all the censure given them, just as there are thousands of inches of space taken in trade journals and magazines which is worthlessly used, and thousands of tons of perfectly good paper used up in printed matter that is not worth calling the rag-man to cart away.

But because some advertisers abuse the form letter is no reason why it is not a good advertising medium. For every case where a form letter has fallen down, an instance where it has been a success could be cited.

For example, the writer has before him a letter received to-day from an advertising service man in Richmond, Ind. The following extracts are taken, as they bear on this point:

I welcomed a chance to establish a multigraph department for I believed that I could take the work of retailers and by successive and systematic direct

advertising finally produce direct returns that would justify the expense.

But I was so surprised when I found that it did not require successive appeals to turn the money back into real profits that I feel I should tell you about the first results of my multigraph advertising.

The leading shoe dealer of this city had a mailing list covering the rural routes and consisting of 3,000 names. I took this list and went to them with two letters and two circulars, all in one envelope. I did not go to the expense of filling in the name and address and used a one-cent stamp. The immediate results were surprising; the continued results were more than I had dared hope for. I do not believe that I exaggerate when I say that the direct returns from this advertising paid in regular profits two or three times what the whole amount of the advertising cost.

These extracts from the letter of a large agricultural implement manufacturer and advertiser bear on the same point:

We sell from forty to fifty thousands of dollars' worth of goods annually from form letters, and on the other hand, collect thousands of dollars. We have in mind one account which we started with a few hundred dollars' worth of goods which has since developed into an account of several thousands. The initial start was made from a circular letter.

And so on, the instances could be quoted practically indefinitely. It is to be admitted, of course, that the work was done right. So, for that matter, must any kind of advertising to secure profitable results.

Along with all of this matter regarding the inefficiency of form letters we have been told that a firm is only misrepresenting itself when it sends out thousands of letters with the avowed intention of making each recipient believe that the letter was prepared especially for him. And why misrepresentation? Is there anything dishonest about this? If a manufacturer or dealer has a proposition which he knows would be interesting and well worth the attention of a thousand or more men, and can put it up to them in practically the same way that he would put it up to one man, is it not a personal appeal to all—just as much personal and businesslike as it would be to the man who receives a dictated letter? Moreover, he has saved time and money

by having the particular letter which each of the thousand or more received produced by multi-graphing, rather than by having a stenographer pound it out a character at a time. Because the manufacturer or dealer has done this he has in no way insulted his prospect's intelligence, nor made any misrepresentation. He has simply availed himself of a mechanical means of getting his proposition before a large number of people economically. His single prospect, with the personally dictated letter sent him and which appealed to him, has only been magnified a thousand times.

After all has been said and done, the real question is how to educate advertisers to write better form letters. The process of doing the work is perfected and available to any one who will follow directions, but the matter in the letter itself is something that is up to the individual advertiser, and it is this point which deserves care, attention and full discussion. And it might be said, in closing, that the manufacturers are trying to do their part.

COMMUNITY ADVERTISING ACTIVITY.

The publicity committee of the Denver Chamber of Commerce has completed plans for advertising Denver and its industries. Copy will be placed in the *Chicago Tribune*, the *Review of Reviews* and the *Outlook*. The State Bureau of Immigration will contribute \$2,000 to the advertising fund. The publicity committee is acting jointly with the industrial committee. The industries of the East have been classified and personal letters will be systematically written to managers of the enterprises in order to fill Denver's special industrial needs.

Little Rock, Ark., is planning to issue 1,000,000 envelopes to advertise the city. They will bear colored views of city scenes.

Minnesota has prepared a demonstration car and has set it traveling on its journey through Iowa, Illinois, Ohio, Indiana and Pennsylvania. The State Immigration Department and the Great Northern Railway are jointly responsible for the car.

Utah is sending several thousand folders to Eastern addresses. These are entitled, "We Are Proud of Salt Lake City and the State of Utah." This advertising is being done under the auspices of the Salt Lake City Commercial Club.

Spectacles

Some
advertisers—
but they are
not good
advertisers—
still look at
The Woman's
Home
Companion
through
spectacles
colored by what
they knew it
was 37 years
ago.

POSTERS AS FRANCHISE ARGUMENTS IN PHILA- DELPHIA.

PHILADELPHIA AND SUBURBAN ELEVATED VIGOROUSLY CAMPAIGNS WITH PAID ADVERTISING TO GET CITIZENS TO ACT ON ITS PROPOSAL—MANY ORGANIZATIONS LINED UP FOR THE PLAN.

By Frederick E. Drinker.

Philadelphia, the staid old city of "favors," or as some more bluntly put it, "graft," is awaking to learn something of the value of publicity and the advertising campaign as applied to the securing of street railway franchises. The Philadelphia & Suburban Elevated Railroad Company, of which S. S. Neff is president, is testing the power of publicity to defeat political opposition in a way that is attracting widespread attention.

The company wants to build a subway under Broad street with connecting elevated railway lines running off into suburban sections in the northern end of the city at a cost of \$20,000,000. In the beginning the promoters sought to secure a franchise from the city with the aid of the politicians, but they found the "Bosses" and their representatives in City Councils opposed to their project. At every turn the promoters were blocked, and they decided to force the public to see the worth of their proposition and make the question of real "rapid transit" in Philadelphia such a popular one that public demand would compel the councilmen to vote for a franchise for the road, or endanger their political futures.

Viewing the matter from a strict business standpoint, Mr. Neff and his associates decided to adopt the policy of modern business houses—to prove to the public that the company had something it wanted; something that the city needs. It was determined to show the people that, in return for the franchise secured from the city, the company would return to it an annual sum of money taken

from the receipts of the operated lines, as well as give the entire community better transportation facilities.

Flaring two-sheet posters were pasted on every available bill board, fence and wall along the proposed routes of the system. The posters contain a cut showing the interior of the subway with trains moving in opposite directions. Conspicuously painted on one of the coaches are the

INTERESTING THE PUBLIC BY POSTER IN
FRANCHISE CAMPAIGN.

words, "Smoking Car," the smoker being one of the things which the promoters regard as necessary in the running of a modern street railway system.

"A Broad Street Subway and 'L' will save you Time and Money," is one of the announcements on the poster, together with, "Wayne Junction, 14 minutes; Strawberry Mansion, 13 minutes; Frankford, 20 minutes;

five cents fare to and from City Hall. Demand of your Councilmen that franchise be granted now."

The billing of the town with these appeals was supplemented by the distribution of 50,000 buttons containing a cut of the portals of the subway. Meetings were arranged for sections of the city where there was opposition to the project on the part of residents, and a crusade was started among the business, labor, fraternal and social organizations. Every business man in the northwest or northeastern section of the city who could be induced to interest himself in the plan from a public standpoint was supplied with stationery by the Subway Company. The stationery contains a cut similar to that used on the posters, in addition to the regular business head or card of the merchant. More than 50,000 envelopes of this type alone have been supplied. In addition to this thousands of post cards have been used to announce meetings. These contain a map showing the proposed route.

Every movement has been announced in the newspapers, and at the mass meetings the promoters, with frankness, have told of the financing plans; the proposed system of operation; how it is expected to make money and just what will have to be expended to put the scheme through.

Has the campaign been successful? Mr. Neff says it has. He points to the fact that 205 organizations besides trades unions and business men's associations, representing a membership of more than 100,000, have endorsed the project and are demanding that a franchise be granted; that hundreds who at first opposed the plan are now fighting in the interest of the company; that some of the councilmen themselves have withdrawn opposition and that thousands are attending the mass meetings which are being held in various sections of the city in the interest of the plan. The war is still on and the power of publicity will be tested when the matter is brought before Councils. President Neff says publicity will win.



The wise and successful advertiser gets maximum results by advertising not alone in large and populous centers, but by reaching the vast population of the small towns and villages—almost three-quarters of the population of the country—wherein reside thrifty and home-loving folk, who buy and use nearly all of the household articles which are advertised.

Over 14,000 of these towns and villages are covered regularly each week by—



with a circulation of 245,000 copies—almost a quarter of a million homes.

GRIT is being constantly added by advertisers in general publicity campaigns, to cover the spots the magazines and other mediums of general circulation do not reach.

You, too, will add GRIT if you'll just give it a moment's thought, or, better still, let us tell you more about it in a personal interview.

We're ready—are you?

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE FATE OF THE UNFIT.

FOR LACK OF SELLING ABILITY
SCORES OF GOOD THINGS ARE GO-
ING TO WASTE—MORE MONEY
FROM THE ABILITY UNDER A HAT
THAN UNDER FACTORY ROOFS.

By C. H. Fast.

A few years ago I was talking with the head of a big phonograph manufacturing company. For acres around us were factory buildings teeming with the machines and the workers under his control. I happened to refer to two young men who had recently opened an office in lower Broadway as "Manufacturers' Distributors." One of them had been a fine salesman for this man's company. I spoke of their good chances for success. "Yes," he snapped, almost enviously, "but look at what they want, to handle your goods. They won't touch anything under fifty per cent." And he admitted that they got it.

Again: A man I know makes a specialty of getting up "special editions" for dailies. He pulled off three within eighteen months for a certain rich paper, bringing it a hundred thousand dollars extra revenue by his efforts in that time. He too, gets close to fifty per cent. These are two, out of many cases, showing the *capital value* of selling ability.

For both the phonograph company and the big daily have capital invested in plant, materials, buildings and operation, amounting to several millions. The capital of the sellers in both cases is under their hats. It is their *selling ability*, which, in terms of capital, is the equivalent to those millions. And observe that in both cases the goods sold are conventional goods, so to speak, with which the market is really flooded—phonographs and advertising space. It illustrates the fact that the seller gets a bigger share of the proceeds than the maker. This applies not only to superfluities of this kind, but to necessities. For the twenty-four

dollar suit of clothes, costing actually \$8.63 to make, and over half its selling price going to the sellers, is much like the billion dollars of watered steel stock, the ability to sell which made a number of our multi-millionaires.

The lack of selling ability is often accompanied by another symptom, superstition about patents. Many persons seem to think that a good patent is a policy of sales insurance; that a good invention will sell itself, because it is a new invention and patented. To illustrate: I was commissioned recently by a stockholder in an automatic hook-and-eye company to investigate its lack of reports of progress. This was a really automatic article, that actually closed firmly, couldn't unhook till you wanted it to and with which a skirt-plaquet of fifty or sixty hooks could be opened or closed in half-a-second.

I 'phoned the factory, which is in New Jersey, and got a girl stenographer on the wire. I asked for Mr. R——, the manager, and was told he was not in; wouldn't I tell what I wanted to see him about? I asked when he would be in. "I can't say. Won't you tell me your business?" "I'd prefer to see Mr. R—— about it." "Are you a stockholder?" she asked. Then I had visions of studied concealment of progress, of sales. But I explained my business gently, without, of course, revealing my client's name, upon which the girl became quite communicative.

"Well, you see; Mr. R—— has been stone deaf since the middle of July, and so you couldn't talk to him, anyhow. I'll try to tell you what you want to know."

I learned that Mr. R—— was the company's only salesman, as well as its treasurer and manager, that the only selling was being done by a few house-to-house agents, that no stores handled the goods—"they don't know how to push it"; that "lack of capital" prevented his having more salesmen; that the factory could employ fifteen hands, but now had

THE Ohio Farmer, THE Michigan Farmer

Cleveland, Ohio
Established 1848

Detroit, Mich.
Established 1843

THE LAWRENCE PUBLISHING CO.
PUBLISHERS

MEDIUMS OF KNOWN VALUE

You cannot leave them off your list and cover the territory.

OHIO HAS—

200,788 Farm Owners
75,931 Tenant Farmers
4,501,985 Acres devoted to
farming.

MICHIGAN HAS—

161,951 Farm Owners
27,210 Tenant Farmers
28,916,049 Acres devoted to
farming.

CIRCULATION

120,000 SUBSCRIBERS WEEKLY | 80,000 SUBSCRIBERS WEEKLY

EVERY ONE PAID IN ADVANCE

Ohio is a good prosperous State.
Her farmers are wealthy.

The Ohio Farmer reaches the best of
them. They believe in it. It is their
guide in farming operations and their
buying guide as well.

"Michigan, My Michigan!" is the way
the farmers of Michigan feel. They
are loyal to their state and the Mich-
igan Farmer. Long taught to buy from
advertisers using its columns, they con-
tinue to do it. Many successful seasons
put them in a mood to buy.

Advertising rates and sample copies sent on application.
A combination rate with reasonable discount is made, if
an advertiser uses both papers.

The two papers are edited, printed and mailed from two
distinct plants, and are in no way amalgamated.

Write any one of the following offices:

THE OHIO FARMER, Cleveland, Ohio.
THE MICHIGAN FARMER, Detroit, Mich.

Wallace C. Richardson, Incorporated, Eastern Representative,
41 Park Row,
New York, N. Y.

Geo. W. Herbert, Western Representative,
600 First Nat'l Bank Bldg.,
Chicago, Ill.



seven, who were working half-time, four days a week; and that its capacity was "about thirty-five gross a week."

The lack of what the "manufacturers' distributors" and the "special edition" man had under their hats kept this concern from doing business, namely: capital, consisting of *selling ability*, worth anything up to millions of dollars to its possessors, depending on the goods to be sold. The men—of whom my client was one—who had first invested in this company, had that hazy notion that an invention of merit, protected by a patent, would sell "on its merits." That hook-and-eye has been struggling for five years and those five wasted years have taken away nearly one-third of the legal life and money-value of the patent. Probably another five years will find it just where it is today, unless Mr. R—— should die, or go blind as well as deaf, when it will disappear among the myriad really good but defunct inventions which the public never sees. For there are probably more good inventions lying dead or sleeping in the Patent Office at Washington than are being manufactured and sold. Lying there because their owners lacked selling ability, have the "patent superstition" and ignore the value of time.

This leads up to a curious fact. People with capital, successful business or professional men, invest in new inventions, patented, or with "patent applied for," when, if they only knew how many patents of equal merit there are lying dead in Washington, they wouldn't risk a penny.

Looking now at the other side: When an inventor has selling ability and knows the value of time, these faculties are worth more to him than all his technical knowledge or inventive genius. I know an inventor who has made a good deal of money for years, selling scores of inventions for moderate *cash* considerations. His line is chemistry and he has taken out and sold several hundred patents on medical, hygienic and chemical subjects. He once con-

fided to me the causes of his success.

"I deal, preferably, with financiers, bankers or successful business men," he said; "and soon convince them that I am a very erratic cuss—a poor business man. I am not practical, am absorbed in my laboratory work and don't really know commercial values, even the value of the invention I am selling. I don't claim that it is very valuable: I really don't know: that's a matter for a business mind to decide."

"Do you always use that talk?" I asked him.

"No; of course I have to vary it sometimes." He paused, reflectively. "There's one invention that's brought me a lot of money. It's a process for making diamonds."

"Oh, come. Do you mean to say you're wasting time on that dream?"

"I have devoted ten years to it and my process is nearly perfect. One or two more steps and millions are mine for the asking."

"Then why do you waste time on these minor patents, which you've been selling so cheaply?"

"Because I need the money to carry on my diamond-making experiments. And if I'm in my working clothes, my laboratory duds, I usually get it." He smiled at me and I nodded, comprehendingly. He is a brilliant man, otherwise than technically, is my chemist-inventor friend.

Scores of men with capital own the "rights," either patent or sales, upon curious, semi-practical devices which they show with a sort of pride to their friends and talk of the "big money" possible when it is "properly marketed." They are as certain as the dreaming inventors who patented it that it is revolutionary and that the world is eagerly waiting to buy.

If men of otherwise good business sense and ability would confess, an astonishing sum of money would be found lying dead in such contrivances, which the inventors, (many far more shrewd than innocent) induced them to buy. A dreamy and impractical sort of

German bicycle repairman in New York invented and patented (how easy it is to patent!) a new storage battery which he considered marvelous. His personal traits, the looks of his shop and his situation in general, set in operation this fatal superstition about patents, and he got friends with a little money to gaze at his equally unkempt shop and hair with awe and pass up money that kept him supported for a year in "perfecting" his invention. Then he disappeared.

But the inventors are far less unfit than those who sometimes buy their inventions. A shoe manufacturer of some wealth was shown an ingenious combined electric fan and lamp, to be sold to women to dry their hair quickly. The manufacturer was much interested, bought an option on sales and manufacturing rights and took it home to his wife, who was delighted.

But the shoe manufacturer knew only the making and selling of a staple—of the marketing of a specialty he knew nothing. He tried to put it through staple selling channels, lost a neat little wad, and then gave the remaining driers to friends and put his "rights" in a safe deposit drawer where they are mouldering.

The high cost of selling an individual article, even with expert selling methods, is a serious thing, and these optimistic folks who start to "market" are very much like the innocent babes of the fable who wandered into the Great Black Forest.

J. Pierpont Morgan on a large scale, and other financiers on a small scale, never start a new enterprise—they sit back and wait for the C Q D calls and then, when all the heartbreaking and back-straining work of bringing a business within sight, at least, of "velvet" has been accomplished, they reach out and "reorganize."

There is more and greater unfitness in the selling field than in any other field under the sun. Consequently there is more waste of money and energy by the unfit and their unfit methods.



The Memphis Commercial Appeal

reaches over 95 per cent. of the newspaper reading population of Memphis and vicinity.

97 per cent. of this circulation is delivered straight into the homes each morning.

There is a home delivered copy of the COMMERCIAL APPEAL (Daily) to each 7-37/100 people in the city of Memphis, and a home delivered copy of the COMMERCIAL APPEAL (Sunday) to each 4-25/26 people.

NINETEEN out of every TWENTY people in Memphis can be reached by advertising in the COMMERCIAL APPEAL.

How much is it worth to you to reach that recalcitrant ONE?

Daily average over	53,000
Sunday " "	84,000
Weekly " "	95,000

In nearly 9,000 Memphis homes the only daily paper regularly taken.

There is food for thought here, Gentlemen.

THE JOHN BUDD COMPANY,
Advertising Representatives,
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE ADVERTISER AND TRADE-PAPER CON- DITIONS.

COMPLAINTS OF MISREPRESENTATION, ETC., PRIMARILY UP TO ADVERTISERS WHO DO NOT PRACTICE DISCRIMINATION—THE NEGLIGIBLE VALUE OF QUANTITY IN TRADE-PAPER CIRCULATION.

By Frank H. Holman.

An advertiser wrote to a trade paper the other day and complained of the unfair advantage which many trade papers took of advertisers. Most of his complaint was based upon misrepresented circulation. He used up almost two thousand words complaining about such conditions and bemoaned the fact that trade papers are often started on nothing and aim to fill a field largely occupying thin air.

I have no patience with statements of this sort. In the past ten years I have listened to more or less continuous tirades against the iniquities of trade papers, and I have seen only one reason why such iniquities existed—the continued failure of advertisers themselves to give really good and honest trade papers the *all* enthusiastic support they merit, and the failure to resolutely ignore the trade papers not good and not honest.

There is an advertiser in New York who one day cut from his list a notoriously poor sheet and increased his space with the truly representative and capable paper in the field. But soon attacks appeared in the neglected sheet, to which the advertiser rightly paid but contemptuous attention—until he heard from his foreign branches with strong protests. It seemed that in foreign countries the true character of this rank trade paper was not known, and it was regarded as fairly important. Consequently its "knock" was seriously taken. The pressure of the foreign offices was so strong that the blackmail "had to" be stopped in the usual unsavory manner—by an advertising contract. But why does any up-

standing, strong concern "have to shell out" at the behest of a trade paper highwayman?

Of course, there are really few trade papers quite as bad as this one, but, bringing the matter down to a scientific basis, why

How a Thousand Men Made a Million Dollars!

We have written another remarkable booklet.

This is not a novel, whose thrills come from the fantastic imagination of a brilliant author.

As you turn through its stirring pages, remember that every burning word and every startling statement is a hard, cold, glittering fact, dragged from the closed books of business.

Hoosier Ginger is famous already throughout America. Five thousand live, energetic furniture merchants read it every month.

It chronicles the inside history of the little successes that make or break the biggest plans. It tells the stories of the half dollars that grow into fortunes.

This month it gives the wondrous tale of a thousand men and the Hoosier Club plan—a selling plan whose success is unrivaled in all furniture history.

We have dipped into the records of the two astonishing years just past and put forth in the Club Number of the Hoosier Ginger, the secrets of these years' amazing profits.

Here are the actual selling agreements used by a man who sold 77 cabinets in ten weeks. Here is the story of a man who was saved into a great success.

Another chapter tells the history of one young man who graduated in a short space of time from a green furniture salesman to a store manager, and then to the ranks of the Hoosier staff itself.

Story after story is crowded full of the little things that have made the great successes.

If "The Club Number of Hoosier Ginger" has not already reached you, ask for it. To retail furniture salesmen and merchants, there is no change. To other live men the price is but twenty cents.

THE HOOSIER MFG. CO.

30 PACIFIC BUILDING,
SAN FRANCISCO.

NEW CASTLE, IND.

109 MICHAEL ST.
CHICAGO.

TRADE-PAPER GINGER-UP FOR THE RETAILER.

should it be deemed necessary to advertise in *any* trade paper whose worth, either numerical or editorial, is questionable? Why should not advertisers *know their own business* well enough to be fully acquainted with the worth of a trade paper? Why should it be necessary for any trade-paper publisher to have to tell any advertiser that the *quantity* of his circulation, while valuable to know, is not a very helpful argument when considered as sheer numbers? Why should advertisers, who are presumed to know their business, fail to realize that they cannot judge trade-paper circulations and rates in the same manner that they judge circulation-intoxicated magazines?

There is but one thing that makes a trade paper—its editorial standing with the representative firms in its field. Whether it has pursued to its lair every last jack-rabbit hovering on the edge of

this field and thereby boosted circulation numerically, is not at all vital. Yet it is a very real feeling of annoyance that comes to the publisher whose honest figures look slim compared to his competitor's dishonest fat ones. This feeling is only allayed by the hope that advertisers will be discriminating enough to make it their business to know more than "figures." Such discrimination is spreading, it is true, but there are still very many advertisers who do not take the trouble or who do not see deeply enough to pick the chaff from the wheat. By failing to give to the able and honest trade paper the fullest support, instead of "judiciously"



STRIKING TRADE PAPER LAYOUT.

dividing the advertising among the sheep and the goats, the evil of poor trade papers and misrepresentative policies is nourished and prolonged. As long as such loose policies are continued by advertisers, the complaints such as above referred to are foolish. There will always be a trade paper built on air as long as there are advertisers willing to give advertising to them.

"The Economical Way to Cover the Country Is to Advertise by Districts"

XXIII

No section of the country responds more readily to advertising than does

The Advertising District of Cincinnati

And no section of the country can be covered more economically. Because the quarter-of-a-million homes that comprise this district can be entered by the advertiser who uses the columns of

THE CINCINNATI ENQUIRER

This newspaper enjoys a remarkable prestige throughout this section—a prestige that has been built upon merit. And the Advertisers in *The Enquirer* derive a distinct benefit from the public confidence in this newspaper, which makes the advertising rates still more exceptional in consideration of the value received.

Foreign Representatives
I. A. KLEIN
Metropolitan Tower, New York.
JOHN GLASS
Peoples Gas Bldg., Chicago.

WHY IS SO MUCH ADVERTISING OF ADVERTISING BAD?

THIRTY POUNDS OF BUNK AND THREE POUNDS OF GOOD STUFF IN A MISCELLANEOUS COLLECTION—THE SAME INGROWN VIEWPOINT ARGUED AGAINST TO MANUFACTURERS PRESENT IN THE PRINTED MATTER THAT IS HOPED TO CONVINCE MANUFACTURERS.

By C. R. Lippmann.

The writer was visiting the office of a well-known advertising manager of a large corporation, when the boy came in with the mail. It consisted of a small bunch of letters, and a leather bag stuffed with third-class matter.

The advertising manager said with emphasis, "Look at this pile of stuff! How in the world could I ever get through reading it, even if I wanted to? It would take far too big a slice of my time, so it all goes to my assistant. Whether he reads it I don't know and don't care. Look at this typical piece of punk!"

The circular in question was a set of ads published by the *Reading Eagle* in New York newspapers, setting forth that it had gained "steen" columns of advertising in the past month, and was leading its nearest competitors by so many columns.

This is one of the stalest ways to put it. The fact in itself makes a good argument, but it must be dressed up in original and attractive form and shape. An unsympathetic business world, bombarded with all sorts of claims, from all sorts of publications, does not warm up to the bare fact of gains flashed abroad by a justly enthusiastic sales manager of advertising space.

Selling advertising "space" in publications is not easy, because what the publication has really for sale, is something intangible—its mental influence upon its readers.

Therefore, one of the best methods of capturing space orders, is to visualize forcibly the marketing possibilities which the

publication offers to prospective advertisers.

By and large, the bulk of publication advertising is poor. For example—the present exhibit before the writer consists of about *three pounds* of good specimens and *thirty pounds* of "horrible examples."

This refers both to contents and appearance. Some of it is so obviously impractical that one wonders that it is sent out at all. Here is a card 14 inches by 10 inches, with a headline in thirty-six (36) points, "keep this on your desk." Who would? aye, who *could*?

Here is a folder, measuring when it arrives under a 1c. postage stamp, 10 inches by 6 inches. There is nothing on it but the address. I open it and see a double sheet of blank paper now measuring 12 inches by 10 inches. I unfold it once more and now see a sheet of blank paper measuring 12 inches by 20 inches. I have to again unfold this advertisement to reach a poorly printed picture with the startling headline, "In the good old summer time," followed by "weak tea" text. In these busy days who will go to the trouble to unfold a circular three times to reach the kernel?

Another wasteful practice, of which a specimen is before the writer, is to mail imitation typewritten letters in large envelopes, under 1c. postage and backed with corrugated cardboard. Why get up an appeal in imitation letter form and send it in the garb of ordinary circular matter?

Another impractical "stunt" is to send such large specimens as to make them too unwieldy to be handled by the busy man. One such specimen before me on news print paper measures 57 inches by 42 inches. The business man is not stirred by the revelation that this is "the largest letter ever sent."

The foregoing, referring both to space advertising and circular matter, indicates that the sellers of advertising space have as a class, suffered to a large extent from the same "ingrown" view as the sellers of other commodities.

A manufacturer of brushes, when asked by the writer what he would like to have in his advertising space, said, "We make the best brushes in the world—something like that would appeal to us." He entirely forgot that it was much more important to appeal to the *reader* of his advertising than to appeal to himself. He unconsciously brought out the fact that much advertising is written to please the advertiser, rather than from the reader's point of view.

Poor advertising for a business that lives on advertising is really inexcusable. It corresponds to the well-known joke about the restaurant proprietor who went to eat elsewhere.

There are many good arguments advanced in the heterogeneous mass of publishers' and agents' advertising matter I have collected, but it is a sad fact that much if not most of it never reached the man for whom it was intended, despite the expensive printing and paper and ingenuity spent in thinking out clever ways of folding and layout.

Publishers and agents simply do not realize that so much other circular matter is put through the mails that when their own comes along it is simply another mess of paper to obstruct offices and desks. That more publishers and agents realize this may explain why PRINTERS' INK has been used more and more extensively for making publishers' and agents' arguments.

Here is how one publication does it. In a 32-page booklet, size of page 14 inches by 10 inches, it shows half-tones of the houses of all its subscribers in a certain town, and opposite each house a half-tone reproduction of the address stencil of its occupant-subscriber.

Another publication shows a pamphlet with photographic illustrations of stores and the list of the advertised lines they handle, also interior and exterior views of the homes of its subscribers.

Another publication sends out a pamphlet with photographic re-



The American College Man's Magazine

¶ The College Students want good things. They are able to buy them and do buy them.

¶ They are at an impressionable age, and suggestions received during College years have a lasting influence.

¶ The astute publicity promoters can see the possibility of advertising to this class of young men.

¶ The College World offers the opportunity to cover this unique field; and no time should be lost in placing the College World on your list.

The College World Company

No. 1 Madison Ave., New York



productions of poses supposed to be typical of its readers. The posing in the photographs is done so artistically that it lacks "true-ness-to-life."

A publication bidding for financial advertising, sends out a booklet referring to its financial advertising section as "another Wall Street."

To show the purchasing capacity of their subscribers in figures, a magazine obtained in a number of cities, a report from the tax officers as to the assessed value at which their subscribers were rated.

An agricultural publication sent out a pamphlet reproducing facsimile letters from local bankers, one of which contains this significant excerpt signed by the cashier—"Your favor of the 31st ultimo enclosed; the list of your subscribers in this vicinity received. I am pleased to return the list herewith, with their respective ratings marked after each name."

The agricultural papers have a considerable advantage through the statistics published by Uncle Sam. But they do not seem to make the fullest use of this information, which is generally presented in a superficial manner.

The second group of arguments for advertising patronage, comprises the results reported from presents advertisers. This presentation varies from a single testimonial to a good sized bound book having reproduced photographically the original letters. One book before the writer contains 869 on 368 pages.

Another pamphlet before the writer contains twenty-four (24) full-sized reproductions of the ads, orders for some of them, reproduction of letters from the advertisers and their photographs; making a very impressive appeal.

Another line of arguments consists in circulation details. It is a "sign of the times" that we do not see as frequently as previously the familiar facsimile of "post-office receipt" to substantiate circulation claims. It is no longer so necessary, for these are

suffering less and less from exaggeration.

One pamphlet shows the population of every town, and the number of copies circulated. The writer of this booklet missed a splendid opportunity here. This is a family publication and its circulation per town, should have been contrasted with the number of families. This would have shown that in many towns the publication reached from 20% to 40% of the families.

Another publication shows its distribution in proportion to the number of post-offices in each state.

Another line of arguments presented mentions editorial features or editorial plans. A "stunt" under this heading was performed recently by a technical publication, that on one day sent to all its prospective advertisers six different postal cards, each explaining one editorial feature of the current number.

Strong arguments are also furnished when an advertising campaign is planned by a publication and proofs of the ads contemplated are sent to the advertisers.

Information that is of particular interest to advertising managers and advertising veterans are statistical compilations, as for example,—a table of comparative advertising, carried in certain mediums by various competing manufacturers.

Some publications send out matter showing how helpful they try to be to their advertisers. For example—one pamphlet before the writer purports to be a text booklet on mail order advertising, and even gives a list of representative mail order publications, many of which are competitors.

A new advertising agency has been organized in Chicago by Samuel C. Stewart and Seward M. Davis, under the name of the Stewart-Davis Advertising Agency, with temporary offices in the McCormick Building and permanent offices in the Kesner Building. Mr. Stewart has been manager and treasurer of the Stack-Parker Advertising Agency, and Mr. Davis has been space buyer and secretary of the same agency for the past eight years.

CO-OPERATIVE Y. M. C. A. ADVERTISING IN NEW YORK.

Believing that religious institutions should acquaint the public with their advantages just as business men let the public know the good things they have to offer, New York branches of the Young Men's Christian Association have united in an advertising campaign. The Associations are: Twenty-third Street, Harlem, East Side and West Side. Newspaper advertising will be used mostly in this unique campaign, and the expenses borne jointly.

The object of the advertising is to acquaint the public with the physical, social and educational advantages of the Associations.

Every one of the four branches in all their departments have much larger enrollments this year than at any time in their histories, but it was decided that still more men should be reached and influenced, and the advertising campaign was inaugurated.



The Milwaukee Advertisers' Club has elected the following officers for the ensuing year: President, A. M. Candee; vice-president, R. R. Johnstone; secretary, A. R. Wellington; treasurer, Walter P. Wright. It was decided to co-operate with the Merchants' and Manufacturers' Association in a campaign to "boost" Milwaukee.

IF YOU are on the point of making a decision — just about to enter a new merchandising field, and want to secure distribution in advance of your advertising — we have a **SPECIAL MARKETING PLAN** that should have your immediate attention.

YOU may have a knotty problem to solve — an important territory in which you have as yet been unable to interest the dealers — something that demands a new plan of distribution — something different.

Let's get together on this. We have been specializing on just those plans and problems of distribution for thirty-six years. We have achieved success for others and know that we can help YOU over the rough spots.

No time like *to-day*, NOW, for a consultation.

We have issued a little book, "How to Judge an Advertising Agency from the Advertiser's Point of View." Something **DIFFERENT**, something **NEW**, which you as a prospective advertiser or a seasoned one can **CASH**.

NELSON CHESMAN & COMPANY

Co-operative Advertising Agents

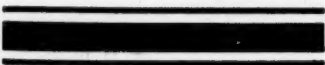
225 Fifth Avenue, New York

Complete Organizations at Chicago, St. Louis, Chattanooga.



vroom-
 **taylor**

THE joy of turning out good copy is closely akin to the joy of making a handsome garment. If the "mental paprika" has ever oozed from the point of your pencil — if you have ever put salt on the tail of an idea, then you know the keen pleasure that comes to me when I pronounce a garment "fnisht."



Suits, \$45.
Overcoats, \$50.
Dress Suits, \$75.

**Eleven fifty five
Broadway**

VITAL CO-OPERATION IN DISTRIBUTION BUILD- ING.

A DIFFERENCE IN MANUFACTURERS
—SALES GENIUS MORE THAN
MANUFACTURING GENIUS—GET-
TING THE VITAL RESISTANCE.

By A. Liebes,

of the Homer W. Hedge Agency, Boston

I haven't the slightest desire to tread on any corns, but I do think almost any fool can manufacture. It takes a genius to sell goods. If a man has machinery and money he can hire operatives, and if he has enough raw material on hand, he can turn it into merchandise. But the warehouses of the world would be full of such merchandise were there not some hustling, energizing factor, the salesman, to dispose of that output. Nor must my remark be taken too seriously. There is a difference in manufacturers. Given the same raw material at the same cost, one manufacturer can undersell another by reason of his ability to work up his product at a lower price than his competitor. Still, the genius of manufacture, in my estimation, does not compare with that which must be requisitioned by the salesman. And for the present I am going to develop my talk, not on co-operation as regards actual steps of manufacture, but co-operation from the standpoint of selling.

My theory of co-operation in sales from instances that have come under my personal observation, takes about this course. In the marketing of any product that must be sold through a retail dealer, I believe that dealer to be the "king" of that particular kind of distribution. Any sales campaign with which I have ever been connected had for its primary purpose the development of amicable relations with the man who stood between my client and the consumer. It has been a favorite contention of mine that even with the terrific expenditure for advertising that the National Biscuit Company has entailed, its advertising and sales cam-

paign could never have been successful, for instance, in Providence, if the grocers and the jobbers of this city combined not to handle the products of that concern. Suppose the dealers, feeling that the National Biscuit Company had not treated them right, were to get together for their mutual protection and were to say, "We will not handle Uneeda Biscuits," would page advertising in your local newspapers be of any avail? In my opinion, most assuredly not. The dealer would sell you, when you came to buy Uneeda Biscuits, some other sort of cracker, and you would go away entirely satisfied, and the advertising that had made you want a cracker would have sold the product of a National Biscuit Company's competitor. When you are about to market a product that is to reach the consumer through the retail dealer, if you do not first develop relations that will make the dealer feel that he is a part and parcel of your sales organization, that he is your friend, that you depend upon him for the largest development of your success, you are going to spend more money in advertising and in the sales organization than is necessary.

Co-operation is a fundamental principle of success. Every sales campaign that is founded on an idea of assisting the dealer in the sale of your goods is founded on the right idea.

HOW TO RAISE THE TONE OF THE COMMERCIAL WORLD.

UNITED DRUG COMPANY.

BOSTON, MASS., NOV. 11, 1910.

Editor of PRINTERS' INK:

Enclosed you will find check for \$5.00, renewing my subscription for a three-year period.

PRINTERS' INK is already so good it would seem very different indeed to improve it. It is a publication which I feel should be carefully studied by every one who professes to be a business man, and, if this were done, I feel sure the general moral tone of our whole commercial world would be materially raised.

Trusting that PRINTERS' INK will be in the future what it has been in the past, I am,

H. V. PURPLE,
Retail Advertising Manager.

For Your Employees' Christmas—A Watch

You intend to show your interest and regard in your employees with some sort of a remembrance. It pays big dividends.

A watch will be the thing.

It is beautiful as a gift should be. It will companion the recipient—will always go with him as a reminder of your thoughtfulness. It suggests punctuality. It will last for years. There is nothing a man does so often as to look at his watch.

We can supply a reliable time-keeper for 60c each in quantities. Our better watches in gold-filled cases with jeweled movements range from \$4.00 to \$7.50. The values are unequalled.

**Robt. H. Ingersoll
& Bro.**

**45 JOHN STREET
NEW YORK**

Send
your de-
scriptive cir-
culars of watches
for Holiday Gifts
to Employees. The
quantity to be con-
sidered would be
about _____
Name _____
Address _____

FIRST PUBLIC EXPOSURE OF ONE OF THE BIGGEST LEAKS IN ADVERTISING

"If the publisher won't tell you,
there's a nigger in his wood-pile."

By KREBS BEEBE

Advertising Manager W. D. Boyce Co.

Every forward step taken by Politics or Economy or Business has been marked by the ejection of a "nigger" hidden in some "wood-pile."

Europe needed generations of struggle to eject the "Divine-Right-of-Kings-Nigger" from the "wood-pile" of Royal Privilege.

In Business the "nigger" soon dies when dragged from cover, for he usually represents some form of Graft which can not live in the Light.

Then also does the "wood-pile" stand forth in all its disrepute for it usually is an old, old Custom, once good, perhaps, but become out-of-date, vitiated and even vicious under new conditions.

The owner of the wood-pile is most often rich and frequently powerful.

At the first cry of "nigger in the wood-pile" he gets Insulted; then becomes Grieved that any should say such a thing; then Denies, Bluffs, is CALLED and Fades Away.

That was the course pursued by certain publishers when we raised the first cry twenty years ago against the "nigger" of Claimed Circulation and urged all advertisers to make every publisher show PROOF of circulation.

Now there is another advertising "wood-pile" that needs examination.

The owners of these "wood-piles" will first try to ignore the matter; but advertisers are learning that pretended Dignity and Urbanity and Evasion are the top sticks on most "wood-piles."

Don't beat around the bush or the wood-pile.

Don't let the publishers evade.

Make them stick to the point instead of pointing to the "sticks."

Make them put you ON to the TRUTH or you put them OFF of your LIST.

You can't afford to risk being mistaken.

A certain advertiser told us recently he was using a certain well known publication because he understood it reached small towns.

We have good reason to believe that only about one-third of its circulation goes to small towns, WHEREAS the advertiser was figuring on two-thirds, and so he was getting only ONE-HALF of what he counted on.

It may have been the advertiser's fault or it may have been the publisher's fault, but that is a side issue.

The point is that such errors would not be made if advertisers had the actual FACTS, and only by having ALL publishers give the approximate facts PUBLICLY can advertisers be sure SOME publishers won't PRIVATELY fit the FACTS to EACH case.

We know of papers that are carrying

today the advertisements of some concerns who think those papers reach the CITIES and of other concerns who think those papers reach the COUNTRY.

To make the matter clear to all we took Iowa as a typical state and found its population to be distributed as follows:

Total population—	2,231,853.
7 cities, population 25,000 and up	
with combined pop. of.....	277,604
8 cities, population 10,000 to 25,000, with combined pop. of....	127,316
5 cities, population 6,000 to 10,000, with combined pop. of.....	48,500
37 towns, population 3,000 to 6,000, with combined pop. of....	148,532
1,362 towns, villages, hamlets, 3,000 and less, with combined pop. of	559,076
Farm residents	1,075,807
	2,231,853

The census takes cities of 8,000 as the dividing line between urban and rural population. On the other hand the sales departments of many concerns take towns of 6,000 or even 4,000 as the dividing line between city and country, and so we split the difference of 6,000, and on that line of division the summary for Iowa would be as follows:

City people	448,443
Country people	1,783,410

But there are two reasons why the advertiser should have at least the four divisions or groups of (1) big cities; (2) medium cities; (3) small towns; (4) farmers, appear in his summary when analyzing either any given territory or when analyzing the circulation distribution of any given publication.

The first reason is that the fundamental merchandising conditions usually vary in these different population groups.

The second reason is that there may be big variations in the percentage of circulation which any two publications of even similar character send to the sub-division groups of either city or country.

How great the variation may be is clearly seen on analysis of the distribution of the circulation of Boyce's Weeklies:

1st Summary of Distribution of Population in Iowa.

Cities	448,443
Country	1,783,410
1st Summary of Distribution of Circulation of Boyce's Weeklies.	

Cities	11%
Country	89%

2d Population Summary.

Big cities (25,000 and up).....	277,604
Medium sized cities (6,000 to 25,000)	170,819
Small towns (6,000 and less)....	707,603
Farmers	1,075,807

2d Circulation Summary.

Big cities	3%
Medium sized cities.....	8%
Small towns	67%
Farmers	22%

No advertiser is safe against the leak of having MUCH of his advertising go to the wrong group until he gets a similar statement from every publication used.

Certain magazines which have the current reputation of "going everywhere" actually have from 60 per cent to 80 per cent of their circulation in cities of 8,000 and UP, or even in cities of 20,000 and UP.

On the other hand there are some so-

called "farm papers" which in all likelihood send about as many papers to small town homes as to actual farm homes.

Certain women's papers have the reputation of reaching only small towns, whereas from 90 per cent to 40 per cent of their circulation goes to cities of over 6,000 population.

We could name off-hand a dozen of the biggest national advertisers who alone are being stung a good many thousands each year for this reason.

Perhaps some one of these days we will publish a selected and select list of certain foolish national advertisers who THINK their advertising in certain magazines, weeklies and women's papers is going to help the small town sale of their SOAP or their FLOUR or their CEREALS or their CLEANING POWDER, ETC., ETC.

"You can't help the corn in the field by watering the flowers in the garden" and the advertisers referred to are doing that very thing.

PERHAPS the STOCK-HOLDERS and DIRECTORS know that their advertising money is being spent on GENERAL ASSUMPTIONS instead of on SPECIFIC FACTS, but perhaps they don't know and perhaps they MIGHT even say "Dear, dear!" on finding the name of THEIR company in that SELECT list.

What would they say to THIS, which applies to one of the largest and best-known national advertisers?

This company's product is so very widely distributed that it sells in almost every community. It sells to all classes of society and fully as readily to country people as to city people. Indeed, one of the company's department managers has stated that the SMALL TOWNS form the BACKBONE of their business.

Our whole city population numbers about 7 millions and the country population numbers about 63 millions.

But probably less than a fourth of the company's advertising reaches the 63 millions in the country.

The company uses newspapers, billboards and street cars in many cities.

It also advertises in many magazines, weeklies and women's papers.

We PRESUME the advertising manager THINKS those publications reach the small town country field, but if so he is SADLY mistaken, for about three-fourths of their total circulation probably go to cities of 6,000 or MORE population. AND what circulation this advertiser DOES get in the country towns goes to the FEW FANCY FAMILIES. Such advertising may help the advertiser sell the dealer but it can't help the dealer sell the REAL consumers—the MANY PLAIN FAMILIES.

This campaign has got about as much chance of really influencing the COUNTRY MASSES as a sack of flour would have of influencing Niagara Falls.

But it isn't fair to blame the advertising manager too much.

He honestly believes the publications referred to are really COVERING the small town field.

It has never occurred to him that there COULD be a "nigger in the woodpile."

You see, advertising managers are HUMAN BEINGS and are naturally predisposed in favor of such FINE LOOKING and WELL KNOWN publications.

What with the few general statements and figures which MOST publications give PRIVATELY and the natural inclination

of advertising managers to construe things FAVORABLY it is SMALL WONDER that some publications carry the advertising of some firms who want to reach CITY people and of other firms who want to reach COUNTRY people.

"You can't help the corn in the field by watering the flowers in the garden."

You can't help country sales by advertising in publications that go to cities.

You can't give the corn the water it needs by soaking more and more water on the garden flowers.

You can't help small town sales by using full pages or twenty full pages in publications that go mostly to cities.

There are SEVERAL advertisers who have been plugging away for years with advertising in publications that go to CITIES and they WONDER why their SMALL TOWN COUNTRY sales are so small.

Oh, Victim of Theories!

Just because you yourself may have seen a few copies of a publication in some country town is no sign that enough of its circulation goes there to be either effective or profitable.

Oh, Victim of Hearsay!

Let your common sense drill into you the realization that the glittering generality almost always means there's a "nigger in the wood-pile."

Open your ears to these truths and you will soon close some big leaks in your advertising.

You spend big sums on accounting each year to avoid leaks of 2 or 3 per cent, and this Think-You-Know-Where-The-Papers-Go leak is easily 10 per cent, probably 30 per cent, and quite likely 60 per cent.

Will you continue to be bluffed and jollied with evasive generalities or will you get OUT OF the rutted and rotted old custom of THINKING about Group Circulation and go OUT AFTER the FACTS—out after the PUBLISHERS—out after the LEAKS?

They are all easy for you to get.

For you can get the publisher by cutting out his publication till he gives the facts, and once you get the facts you've got the leaks.

There are many publishers who will welcome this suggestion for statements of the VERTICAL distribution of circulations.

Such publishers have no niggers in their wood-piles, you may be sure.

Like us they might not go to the expense of analyzing their circulation distribution in every state, but will be glad to take one state as we have done or at the least make PUBLICLY some SPECIFIC ESTIMATE of their distribution percentages in the four groups of (1) Big Cities; (2) Medium Sized Cities; (3) Small Towns; (4) Farmers.

We are proud to be the FIRST to go out after the "nigger" in this "wood-pile."

Years ago we pioneered in favor of proved circulation.

Years ago we pioneered in favor of the flat advertising rate for we knew that various discounts were used as a bait to "land" the unwary.

We welcomed the idea of giving a statement of horizontal distribution of circulation by STATES when it was first suggested.

Everything we say to advertisers is tangible and provable.

All the facts at hand show that the cities

are financially distressed and are face to face with a period of retrenchment.

The census, the crop reports bank reports and reports of mercantile agencies show that the country people in small towns and on farms have been prosperous and are prosperous.

Just as the cities entered their era of liberal spending twenty years ago, so the country people are today but on the threshold of their era of liberal spending.

Boyce's two weeklies, the Saturday Blade and Chicago Ledger, are the largest weeklies that go to country towns.

They are sold every week for Straight Cash Without Premiums by our corps of 25,000 boy agents. Practically all of our papers go to small towns and to the farmers who live near-by and come to town frequently.

Boyce's Weeklies have the **LARGEST STRAIGHT-CASH-SALE-WITHOUT-PREMIUMS CIRCULATION** of all country papers.

They are way over the 750,000 guaranteed circulation and the rate will be \$1.60 per agate line flat, until Jan. 1, 1911, when it will be \$1.85, and the circulation guaranteed in excess of 875,000.

They bring big results to advertisers as any of our advertisers will affirm.

They carry a tremendous volume of advertising, yet our business is so firmly built on the desire of the people for our papers that we guarantee that net cash receipts from circulation during 1910 will exceed total advertising receipts by at least 60 per cent.

No other big publisher gives this guarantee and only one or two **COULD** do it. It is the ultimate, absolute, unequivocal proof of the fact that the people **WANT, BUY and READ** our papers and **KEEP ON DOING IT**, for otherwise we would soon run out of readers.

Figure it out for yourself: Eighteen million families in the United States; about five million in the cities and twelve million in the country.

Only Ignorance or Prejudice can close its eyes to a record of twenty years' growth by Straight Cash Sales Without Premiums.

It is proof that our readers want **OUR PAPERS** more than the **OTHER** fellow's **PREMIUMS**.

They also want your goods and you want their orders.

We have no discounts, no glittering generalities to tease you along.

Our whole story is **Facts for US and Results for YOU**.

We have given you some few facts about what our papers **ARE** and by asking our advertisers you can get all sorts of facts about what our papers **DO**.

Yours for country advertising, **W. D. BOYCE CO.**, 500 Dearborn Avenue, Chicago.

You must be the judge. We are ready to rest our case on our twenty years of growth and the facts that show the country people read our papers and are mighty prosperous. It is for you to decide whether you want to use Boyce's Weeklies which you may **KNOW** are sold on merit to country people, or you must decide to use papers you may

THINK go to the small country towns. Just think these things over:

30% of the people live in cities—70% live in the country.

"You can't help the corn in the field by watering the flowers in the garden."

"If the publisher won't tell you, there's a nigger in his wood-pile."

Advertisement

SPANISH REGARD FOR AMERICAN GOODS.

The American merchant who heeds the experience of the British experimenter and introduces into Spain something of value, not to Americans, but to the Spaniards, something they can appreciate and want more of when they once recognize it has a market before him limited only by the capacity of the population to absorb his goods. One of the most energetic of our consuls said to me recently: "The word 'American' sells goods here. It is synonymous with 'quality.' When the Spaniards finally get it through their heads that a thing is good, 'costumbre' comes in again, and they stick to it. Trade here would increase greatly if American exporters would realize this, and if they would also realize that it is now a case of the American catalogue, printed in English, and therefore unintelligible, against a hustling German salesman who speaks the language. In other words, a dead thing against a live one!"

There is no feeling in Spain against America; rather a respect born of acquaintance with our military methods and familiarity with our ways of constructing agricultural machinery, which forms a large part of the imports into Southern Spain. As the consul said, "American" spells "quality," and the farmer and hacendado have recognized this. The tariff, too, is not a general drawback, for Spain has been on our minimum tariff schedule since January last. Her tariffs toward us are in the same proportion, so that there is reciprocity on the score of customs duties. —*Century Magazine.*

HOW APENTA HAS SUCCEEDED.

The report for the year states that the sales of Apenta Water have exceeded the total attained in the best year hitherto experienced. All advertisement expenses, which have been exceptionally heavy during the year, have been written off, as well as the annual depreciation for plant and machinery. The net profits amount to £134,543, making, with the balance brought forward, £149,860. After deducting debenture interest and the dividend on the preference shares for the year there remains £56,360. The directors recommend a dividend on the ordinary shares of 3 per cent, amounting to £35,700, carrying forward £20,660.

The Byron (Cal.) *Times* issued a "booster" edition recently, enlarging upon "California's Heaven-favored sections." The issue had about sixty pages, and was illustrated by half-tones, which showed city and rural views of comfort and prosperity.

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
242 CALIFORNIA STREET
SAN FRANCISCO

FAKE FINANCIAL ADVERTISING SHAKE-UP.

FEDERAL RAID ON BURR BROS. SERVES AS STRONG IMPETUS TOWARD FURTHER "CLEAN-UP"—THE ADVERTISING MEN INVOLVED—TEMPTING ADVERTISING AGENTS WITH HANDFULS OF GREENBACKS.

The recent Federal raid of Burr Bros. in New York on the charge of using the mails to defraud investors has raised more interest among advertising men than any similar raid in years. This is principally due to the now widespread movement to "clean up" advertising columns as well as to the lamentable fact that so-called advertising men were among the chief conspirators.

The publishers of those newspapers and magazines which refused to print the advertising are now pardonably congratulating themselves. On the other hand, the publishers who did accept the business have an opportunity to feel acutely pained that they were used as instruments whereby their readers were influenced to help swell the Burr Brothers boodle bag to something like \$50,000,000. Burr Brothers advertised their wild-cat mining and oil stocks not only in the papers of the United States but also in those of England. For over a year this firm has been denounced in financial papers, and there has been little excuse for not appreciating the nature of their operations.

Burr Brothers could never have operated upon the tremendous scale they did had they not found publishers enough to accept their copy without making much more than casual inquiry. It is said on good authority that the Burr concern has outstanding contracts that call for space to the amount of \$300,000.

Those newspapers which refused the contracts point out that there was no reason why anybody should not know that any proposition advanced by Burr Brothers was at least subject to suspicion. As far back as 1907 the New York *Sun* printed the results of an inquiry bearing upon Burr Brothers' methods. The same pa-

per again in 1909 featured Burr schemes in an interesting story.

It can never be ascertained to just what extent the comparatively poor investors in the Burr scheme were influenced by the fact that they saw the advertising in their paper. The fact that a partial clean-up has been in progress has made the calamity to readers all the more poignant, for they have had reason to increase confidence in advertising, which is now sorely shattered. It is well enough to say that only ignorant and foolish were caught in the net—but *who held the net?*

The revelation of the Burr Brothers' wickedness is generally acknowledged to be a convincing argument for more discrimination with many publishers who have heretofore been not over particular as to what contracts they accepted. That far-reaching harm has been done to the development of legitimate financial advertising, no one has been found to deny.

In an editorial, November 23d, the New York *Times*, under the heading "A Responsibility Which We Do Not Share," said:

It is with a satisfaction which we think well justified that we now call to mind the not infrequent occasions when advertisements offered by the Burr Brothers to the *Times* were refused on the ground that the representations made by them contained hardly the remote possibility of being true, and in all probability were intended to mislead and rob the pathetically credulous fraction of the investing public. No unusual knowledge of financial affairs was required for reaching this conclusion as to the object of the Burr schemes, and to refrain from assisting them in its attainment seemed, and still seems, to us merely a display of common honesty rather than of lofty and exceptional virtue.

The satisfaction just mentioned, therefore, is somewhat streaked with sorrowful wonder that several of our neighbors cannot share it with us, because they sold to the Burrs all the publicity which those too enterprising adventurers chose to buy, and so assumed a moral, if not a legal, responsibility for the losses suffered through them by thousands and thousands of small capitalists. The exact extent of this responsibility is, of course, a matter of opinion, but even those who are least inclined to exercise a censorship over the advertisements offered to them for publication must feel something of compunction when it is borne in upon them, as by this week's revelations, that they have facilitated such operations as the Burrs have been conducting.

A PHIL
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A PHILLIPIC AGAINST "HIRED"
ADVERTISING WRITING.

NEW YORK, Nov. 21, 1910.

Editor of PRINTERS' INK:

Being also a copy writer, I was interested in the remarks of "Copy Writer" in a recent issue, respecting the innovation of Mr. Elbert Hubbard in putting his name on the top of advertisements.

Apart from this, I have noticed it in the case of another copy writer in the December *Cosmopolitan*.

I positively aver that I am neither conceited nor envious, but from my own point of view I would be ashamed to put my name upon such "signed" advertising copy as I have lately seen. In one instance, there is even a misstatement of facts, showing a lack of knowledge upon the subject.

The newspaper or magazine reader who takes the trouble to read an advertisement likes to believe that he is being talked to by the man behind it. If the man on the street is taught by such examples as we are seeing that ads are written by hired men, the psychological result will be that he will take less interest in advertising.

"COPY RIGHTER."

AS TO NEWSPAPER RATES.

There is some doubt in the minds of many advertisers about their getting the lowest rates in a number of newspapers.

Some advertisers go so far as to say that they get much lower rates than other advertisers using more space.

If all newspapers would establish a rate so that every advertiser could thoroughly understand it and then all newspapers live up to it, newspaper advertising would increase materially. For instance, for foreign advertisers, if they could have a rate for 1,000 lines, 2,500 lines, 5,000 lines, 7,500 lines, 10,000 lines, 15,000 lines, 20,000 lines, 25,000 lines and upward, and after establishing a scale stick to it.

In my opinion there is no reason why a foreign advertiser should pay a higher rate than a local advertiser, provided he will use the same amount of space. The money from a foreign advertiser ought to be just as good as the money from a local advertiser. The newspapers have no more interest in building up a local concern than they have in a foreign concern, notwithstanding this is frequently given as the reason for giving the local advertiser a rate advantage.

The newspaper advertising field is unlimited, but many of the publishers do not take advantage of their opportunity.

—From an address by George Nowland, of Fels Naptha Soap.

ADMEN DINE SENATOR YOUNG.

The Des Moines Admen's Club gave a dinner in honor of Senator Lafayette Young at the Chamberlain, November 22d. Senator Young is an honorary member of the Admen's Club.

THE PUBLIC LEDGER

OF PHILADELPHIA

ANNOUNCES

THAT IT HAS APPOINTED

THE S. C. BECKWITH SPECIAL AGENCY

ITS REPRESENTATIVE

IN THE FOREIGN FIELD, EFFECTIVE

NOVEMBER 7, 1910

"DOBBS-ISMS" ON ADVERTISING.

INTERESTING THINGS THAT THE PRESIDENT OF THE ASSOCIATED AD CLUB OF AMERICA HAS PICKED UP ON HIS TRAVELS AND TELLS TO HIS HEARERS AT DINNERS.—EXTRACTS FROM ATLANTA ADDRESS.

By S. C. Dobbs,

Advertising and Sales Manager, Coca Cola Company.

While advertising may be of ancient origin, we are viewing it from an altogether new angle today.

A story in point concerns that splendid gentleman and pioneer in the advertising field, D. M. Lord. It seems that some years ago he was traveling from Chicago to some nearby city to advise with a concern regarding an advertising campaign. He struck up an acquaintance with a gentleman on the train whom he found agreeable and entertaining. Presently both discovered that they were going to the same city and that they were to call on the same concern. In the further course of conversation, Mr. Lord was asked what line of business he was engaged in, to which he replied: "I am an advertising agent." Whereupon the other gentleman immediately assumed an air of superiority and showed disposition to terminate the conversation. Mr. Lord then asked for the other's occupation, which was given in this wise:

"I am in the oil business."

With profound politeness, but incisive directness, Mr. Lord replied: "I see—you will call on the superintendent to get your order, but I have been called to advise with the president of this concern."

The significance of this simple sentence was tremendous. Even then advertising was beginning to be recognized as a great business force and advertising experts were meeting the heads of concerns while the purveyors of oil and other commodities were dealing with subordinates.

WHAT HAPPENED WHEN A SEATTLE BANK ADVERTISED.

In Seattle there is a certain bank that was fifteen years getting its saving deposits up to \$3,000,000. During that period a certain young man had worked up to a position of some authority. He went before the board of directors and suggested advertising. They were duly shocked, in fact some were indignant. Hadn't they been advertising all these years, publishing at stated intervals their financial condition? Hadn't they gotten out booklets, showing the front of the building and the burglar-proof vaults? Hadn't they issued calendars and souvenirs, all in a strictly dignified way?

The young man, however, persistent, as well as logical, finally secured an appropriation. They secured the services of a high-class advertising man, who was skilled in bank advertising. In ten months that bank increased its saving deposits to \$6,000,000, or in other words accomplished under the force of advertising in ten months and that was during the panic of three years ago), what it had taken them fifteen years to do without advertising. Today they have saving deposits exceeding \$10,000,000.

In this advertising campaign no extravagant statements were made. Nothing appeared in the advertisements that the most conservative bankmen would have hesitated to sign. The plan consisted of plain arguments in the daily papers, setting forth the advantages of saving accounts.

No man engaged in this profession of publicity can look back upon the development of a few years without feeling a keen sense of pride, and this development and uplift are but the promise of what we may expect in the future.

CREATING A NEW WANT.

* Advertising has been defined as salesmanship on paper. It is that and more. It is the art of creating a new want and at the same time providing a means of satisfying that want. It says to the

tourists: "Take a kodak with you." Dogmatic and compelling. With it is an illustration, showing some beautiful landscape or flowing stream and the kodak girl—calculated to make a prospective traveler hie himself to a nearby store where cameras are sold.

Gustave Lebon, the great French student, says: "Affirmation, pure and simple, separate from all argument and of proof is one of the surest means of making an idea penetrate into the minds of the masses." He goes further and states: "The more concise the affirmation, the freer it is from all appearance of proof and demonstrating the greater its authority."

The command "Drink Coca Cola" will sell 750,000,000 glasses of that beverage in 1910. This business has been created during the comparatively short period of but little more than twenty years, through the power and force of advertising.

If you doubt the investment quality of advertising, answer these questions:

What would you give for the use of the word "Winchester" as applied to a gun? The newspaper reporter, in writing about a local disturbance, will say: "Cordon of police was hurried to the scene, armed with Winchesters," and there is nothing in that word that would suggest a gun, were it not for the fact that millions have been expended in newspapers and magazines to make the word synonymous with "firearms."

COST OF CLASSIFIED ADVERTISING.

A Lockport (N. Y.) mail-order agency has compiled interesting classified advertising lists.

For instance, it has shown in one list how, by one insertion of an advertisement at a cost of only \$50, an advertiser could cover the entire United States, and how three insertions at a cost of only \$140 would reach millions of people three different times. It has also compiled a list of papers in which advertising, ranging from \$25 in cost up, would cover separate communities Valley, New England, New York State, such as the Atlantic Coast, Mississippi etc., and various sections of the South.

A Full Page Advertisement in

The New Age Magazine

WILL COST YOU

\$50.00

It will carry your message straight into the homes of more than THIRTY THOUSAND MASONS — reaching each of these high-class men when he is in a receptive mood and ready to analyze and consider the merits of your proposition.

Suppose you sent a personal letter to each of these thirty thousand possible buyers—the postage alone would cost you \$600.00—nine times the price asked for a page in the NEW AGE, not to mention the cost of printing, type-writing, etc.

These are facts worth your attention.

There is no other one publication on the market that will reach this body of readers, and has such a wide influence in its individual field.

We would like to tell you more about this—address or 'phone:

**THE NEW AGE
MAGAZINE
1 MADISON AVENUE**

PICTORIAL BULLS'-EYE SUCCESS ON CAR CARDS.

PECULIAR OPPORTUNITIES PRESENTED
ON CAR CARDS FOR MAKING PIC-
TORIAL PRESENTATIONS DENIED TO
OTHER MEDIUMS—HOW STANDARD
OIL AND OTHER ADVERTISERS USED
IT.

By H. L. Allen.

It has often puzzled advertising men who are habitually or constitutionally given to depending almost altogether upon copy in their advertising, to know why there persist so many users of car cards containing all or nearly all illustrations.

Many advertisers using such cards have been dubbed back-numbers from time to time, and it is true that large numbers of the all-picture cards have been inane and pointless; but this does not necessarily invalidate the whole idea of using car cards for pictorial predominance.

A little sifting of individual car card successes brings to light that the peculiar nature and opportunities of car card advertising make the pictorial car card, when conceived in a thorough-going *selling spirit*, very particularly effective. The successes thus brought to light which back up this idea are most often used with a text that drives home the argument of the illustration or that is driven home by it. The size of the space and the very limitation caused by the demand for bigness, apparently, have been the factors that have induced most unusual treatment. Pictures that argue, that make the reader think, that leave a poignant impression, that clear stubborn misunderstandings and simplify complicated matters in a "bulls'-eye" way, are found in car-cards as in perhaps no other medium.

As illustrative of the possibilities of the picture in car-card advertising, the experience of the Corn Products Refining Company in announcing a new package for "Karo" might be taken as one example. Since first put on the market, "Karo" has been familiar to

the public in a can with a blue label. Recently, the product was improved, and it was decided to change the appearance of the can to emphasize the change in the product. The new syrup was put out in a can with a red label and announcement was duly made in the magazines, an effort being made to show the change pictorially. Because of the limitations of space, however, and through the ordinary black and white treatment, the old and the new can, shown side by side, looked no whit different from each other except for a slight difference in text not noticeable by the casual reader. The same effect obtains here in the reproduction of the "Karo" car-card. In the original, the size of the card allowed an illustration showing the two cans full size and the change in color.



Granulated. "Dissolves quickly. Makes a transparent, tender, quivering jelly."

KNOX Gelatine

One package makes two full quarts of jelly. Branches Everywhere—Manufactured, Canada



Bulk tea not only loses flavor—it takes on new ones, such as chow-chow, kerosene, oranges, etc. Rich, delicious flavor, always the same, is in sealed cans of—



LIPTON'S TEA

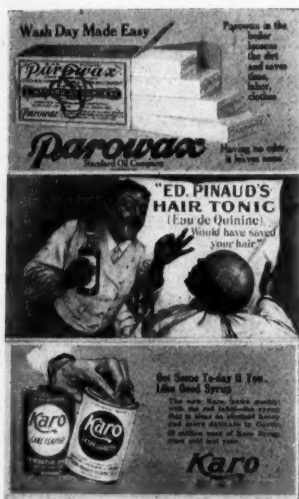
Sold only in cans of tin, to keep the flavor in.

TWO CARDS WITH A DEFINITE WORK TO PERFORM.

To familiarize the package and make certain things clear are also the aims of the Standard Oil Company in its card for "Parowax." This is merely a new name for an old product, refined paraffine. For many months, the Standard Oil Company spent its good money in advertising "pure, refined paraffine," and did a fairly good business—but so did a host of other makers of "pure, refined paraffine." "Parowax" was therefore evolved for a name and car-cards now are depended on to make the name of "Parowax" synonymous with paraffine. Text is used only to tell what the product is, and

the size of the cards affords the opportunity to show the package in heroic size—it is asserted that the advertising department of the company has said that the lesson of the package could be forced home in no other way.

In the Ed Pinaud card, the treatment is perhaps even more unusual than in any of its prototypes. The picture was originally gotten up for a poster and was so used in France. Its success there brought the idea that it might be used to good effect in a car-card here and the few words of text were added to it. It is stated that it has been one of the most successful cards that have



THREE SUCCESSFUL CARDS WITH CERTAIN MERCHANDISING IDEAS BEHIND THEM.

ever been run—and the picture is the only thing that makes it worth while.

There is, of course, one generally accepted theory in the use of car-cards—that they must present but one argument at a time. This is the thought that has been most noticeably appreciated in the ads for Knox Gelatine and Lipton's Teas. In the former, to all intents and purposes only five words are used as text; practically every bit

THAT 1911 ADVERTISING APPROPRIATION

is probably receiving more consideration by you just now, Mr. Manufacturer, than any other cog in the running of your business.

¶ In selecting the mediums for next year's advertising do not overlook science's latest solution of the time worn problem of distribution. A golden field is open to you today in

Moving Pictures

as an

Advertising Medium?

¶ We are daily proving the effectiveness of this newest of mediums to a growing list of national advertisers.

¶ Our service enables you to exhibit your product the country over, in the course of construction, in its finished state, and in use. We present your selling points in "live" and interesting sequence.

¶ Write us to-day, and let us show you the adaptability of this most effective form of publicity to the requirements of your particular business.

¶ We are specialists.

The American Film Mfg. Co.

Bank Floor, Ashland Block
CHICAGO, ILL.

The Cleveland Plain Dealer

Advertising Rates
In Effect Jan. 1, 1911

These rates are based upon a guaranteed average net paid circulation of 80,000 copies of the *Morning Plain Dealer* and 110,000 copies of the *Sunday Plain Dealer*. A pro rata refund will be made any advertiser using space at these rates should the Daily or Sunday averages fall below the figures guaranteed.

DISPLAY ADVERTISING

Run of Paper—Per Agate Line

	Daily	Sunday
Single insertion.....	17c	20c
26 times, or 1000 lines..	15c	17c
52 times, or 2500 lines..	14c	16c
104 times, or 5000 lines..	13c	15c
156 times, or 7500 lines..	12c	14c

POSITION CHARGES ON DISPLAY ADVERTISING

Position, When Contracted For, Will Be Charged as Follows:

Next to reading matter—

Add 1 cent to each rate

First following and next to reading matter—Add 2 cents to each rate

SPECIAL ADVERTISING

Run of Paper—Per Agate Line

	Daily	Sunday
Automobile—52 times, or 5000 lines.....	\$.12	\$.14
Less than 52 times or 5000 lines, card rates.		
Mail-Order—Strictly mail-order advertising, with no local business address included, accepted on open contracts at the 5000-line rate.....	.13	.15
Telegraphic Readers.....	1.50	1.50
Reading Notices.....	1.00	1.00
Local Reading Notices.....	.50	.50
Hotel, Resort, Publishers, School and College....	.12½	.15
Ocean Steamships and Time Cards.....	.12½	.12½
Classified advertising—all classifications.....	.13	.15

SPECIAL INFORMATION

Contracts Will Be Written for One Year Only.

Minimum display space accepted 7 lines; minimum classified or reading, 2 lines. If cuts or display type are used in a classified advertisement, the entire space occupied will be measured.

All measurements are on the basis of 14 agate lines to the inch; length of column 295 agate lines; width 12½ ems pica, or 2 1-16 inches; 8 columns (2360 lines) to the page.

All pages are made up from the bottom. No advertisement less than 28 lines in depth accepted for position. Position on guaranteed page will not be contracted for.

The *Plain Dealer* expressly reserves the right to revise or reject, at its option, any advertisement deemed objectionable in either subject matter or phraseology.

THE PLAIN DEALER PUB. CO.,
Cleveland, Ohio.

Advertising Representatives

J. C. WILBERDING, JOHN GLASS,
Brunswick Building, People's Gas Bldg.,
New York City. Chicago.

of the space is given over to an exposition of the truth of those five words. The power of the illustration that shows that "one package makes two quarts" is undoubtedly because of its size.

Exponents of package goods as opposed to bulk goods are oftentimes hard put to convey a forceful illustration. In the car-card, the opportunity is given not only to talk about the evils of goods in bulk, but also to show a concrete thought that puts the matter in a new light. A package of Lipton's tea is shown on one side, and on the other a large cartoon of tea surrounded by kerosene, chowchow, etc.; and a cat is pictured near enough to make it unpleasant.

Other cards might be taken without number, but the few described and shown herewith illustrate the tendency of many intelligent users of car-cards, to use illustrative cards as special emissaries to secure a single powerful impression. Copy is by no means a less powerful factor in car-card copy—indeed, for most new propositions is essential almost to exclusion of anything else, if car-cards are the sole mediums used. But the fact that car-cards bring a large size color ad probably physically closer to people than any other advertisement of size, makes the opportunity especially good to present a concentrated pictorial object-lesson that oftentimes can go deeper than any pure argument.

MARCOSSON JOINS MUNSEY'S STAFF.

Isaac F. Marcossan, who has been for the past four years financial editor and one of the leading staff contributors of the *Saturday Evening Post*, has resigned to join the Munsey editorial organization. He will write exclusively for *Munsey's Magazine*. Mr. Marcossan is one of the best-known of the younger magazine men. Before going with the *Post* he was associate editor of the *World's Work*. He was the *Post's* historian of rich men and money. He persuaded John D. Archbold to write his celebrated defense of the Standard Oil Company, and he broke the silence of men like Ryan and Hawley. He has written a number of books, among them, "How to Invest Your Savings," and "The Autobiography of a Clown."

TWIN CITIES RIVALS FOR CENSUS PALM.

Basing their claims upon the census showing, both St. Paul and Minneapolis are proclaiming that they are the "healthiest city in the United States." As the legitimate claim to this distinction constitutes a valuable advertising asset for either city, each has been busy scattering the information of its supremacy.

St. Paul deemed itself entitled to the wreath when an October census bulletin gave the death rate of the city in 1909 as 11.4 per one thousand. As this showing set itself off to advantage against higher figures for such cities as New Orleans, Chicago, Boston, St. Louis and Milwaukee, St. Paul jubilantly recalled the fact that at the Paris exposition the capital of Minnesota took the grand prize for being the healthiest city in the world.

But the Washington correspondent for one of the Minneapolis papers scurried around and secured what he called authentic estimates, showing that Minneapolis had a death rate of only 10.6 per thousand. This report was given wide publicity, much to the annoyance of the loyal business men of St. Paul a few miles away.

The Minneapolis Publicity Club has celebrated at a banquet its top-notch distinction. In the meantime St. Paul, scouting the correctness of the Minneapolis estimate, is lying back awaiting the official figures, which may give Minneapolis a higher death rate than that estimated by the Washington correspondent. If its conjecture, that the 10.4 estimate is the result of high hopes rather than accurate figuring, justified by a report of the Government count, St. Paul is panning a celebration that will make the mistaken neighbor city green with envy.

LOS ANGELES ADVERTISING AND THE CENSUS.

Los Angeles is probably the most persistently boomed city in the United States. She has for years cried her wares along every highway; her charms have been described for the admiration of the world.

And the result of this campaign of persistent publicity is told in the census figures. It is an object lesson in the advantages of advertising.

Why should such cities as Los Angeles and Denver be permitted to monopolize this method of self-development? The lesson is too good to be ignored. The only city in the United States which does not need advertising is New York. Cleveland needs more than it is getting. Let us boom Cleveland as Los Angeles has been boomed.
—Cleveland Plain-Dealer.

W. H. Henderson, who until recently was assistant to Edmund Carrington in the Merchandising Department of the Butterick Publishing Company, is now with the Wagner-Field Company, advertising agents, New York.

PRINCESS COVERS

meet the double demand of durability and beauty, making them ideal for

CATALOG PURPOSES

Their strength and toughness enable them to withstand the roughest handling in the mails and their distinctive color and texture carry an impression to the buyer that commands his interest in your product and your proposition.



OUR BEAUTIFUL SAMPLE BOOK will be mailed free, if requested on your business letterhead, giving you suggestions as to Covers and envelopes to match.

MADE BY

C. H. DEXTER & SONS
Windsor Locks, Conn.

**Fine
Business Stationery costs
less when produced on**

(Trade Mark Registered)

CONSTRUCTION



In White
and
Six Colors

BOND

Envelopes
to
Match

because this fine paper is sold *direct to responsible printers and lithographers in quantities of 500 lbs. or more*, while other fine papers are sold in *ream lots through jobbers*. You can see the *saving* in our modern method of distribution—can see *why* Construction Bond assures you

**Impressive Stationery at
a Usable Price**

If this is what appeals to you—not *cheap* stationery, remember, but *utmost value for your money*—ask the *best* printers and lithographers in your vicinity for Construction Bond. They have it. Its *substantial quality* and the *marked economies* of our method of distribution have brought us the support of the *leading* makers of high-grade stationery throughout the United States—from Boston and New York to Seattle and Los Angeles, from the Twin Cities to Galveston.

Write us on your *business* letterhead for free specimen letterheads on Construction Bond showing the various colors, finishes and thicknesses in which you can secure "Impressive Stationery at a Usable Price."

W. E. WROE & CO.

302 Michigan Boulevard

Chicago

**BRITISH PAPERS CLEANING UP,
TOO.**

A bill which is now before the House of Lords has the object of strengthening the law against the publication of improper advertisements.

The Indecent Advertisements Act of 1880, which, by the way, prohibits the use of the term "nervous debility," has had considerable effect in preventing the distribution of certain classes of unsavory advertisements; but the definition of indecent advertisements in that act has been found not to be wide enough to cover a number of advertisements of a character similar to those struck at by the act.

The third section of the bill applies to "Whosoever shall—(a) publish in any newspaper any indecent advertisement; or (b) deliver to any other person any indecent advertisement for the purpose of procuring the publication thereof in any newspaper."

At the annual conference of the National Association of Goldsmiths, held on the 11th, 12th and 13th of last month, the council reported, among other matters, that "A fraudulent advertisements skeleton bill has been drafted, and our parliamentary committee have the matter in hand. Much recent evidence of importance has been collected that will greatly strengthen our case in putting forward the need for an act effectively dealing with fraudulent advertisements and misrepresentations generally." "Trick advertising," the report continues, "has become a fine art, and artfully framed advertisements are common. We feel it is the duty of the National Association of Goldsmiths to defend the reputation of the legitimate trade, and to this end we wage continuous warfare against advertising swindlers."

WHAT FARMERS READ.

An interesting compilation is being made by the *Northwestern Agriculturist* concerning what periodicals farmers buy. This is the second such analysis attempted within recent years.

Between three and four thousand replies are in, and tabulations concerning what periodicals are read have been made up. The people answering live in Minnesota, Wisconsin, Nebraska, Iowa, and northern Illinois. These figures show the comparatively small number of general magazines read: *Cosmopolitan* leading with 61, *McClure's*, 29; *McCall's*, 45; *Youth's Companion*, 59; *Comfort*, 57; *Saturday Evening Post*, 19; *Woman's World*, 48; *Woman's Magazine*, 70; *St. Paul Dispatch*, 28; *Ladies' Home Journal*, 28; *Housekeeper*, 37.

Comparing this with the other farm papers taken in addition to the *Northwestern Agriculturist*, it will be seen that farm papers are the favorite reading matter in farm homes. *Farm, Stock and Home* leads with 400; *The Farmer*, 349; *Dakota Farmer*, 193; *Farm Journal*, 146; *Farm and Home*, 112; *Farm and Fireside*, 43; *Farmer's Tribune*, 46; *Farmer's Wife*, 22; *Minnesota and Dakota Farmer*, 20.

The
figures
States:

Illinois
Iowa
Texas
Kansas
Missouri
Nebraska
Oklahoma
Indiana
Georgia
Ohio
Tennessee
Kentucky
Alabama
Mississippi
No.
Arkansas
Louisiana
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WHERE CORN IS KING.

The following are the authoritative figures of 1910 corn production by States:

	Production in Bushels.	
	1910.	1909.
Illinois	413,751,000	369,770,000
Iowa	343,979,000	289,800,000
Texas	181,093,000	122,250,000
Kansas	169,328,000	154,225,000
Missouri	270,994,000	213,840,000
Nebraska	207,948,000	194,060,000
Oklahoma	92,354,000	101,150,000
Indiana	201,845,000	196,520,000
Georgia	64,808,000	61,160,000
Ohio	143,853,000	153,062,000
Tennessee	96,296,000	78,650,000
Kentucky	104,075,000	103,472,000
Alabama	63,432,000	43,646,000
Mississippi	66,256,000	40,745,000
No. Carolina	57,754,000	48,686,000
Arkansas	69,216,000	50,400,000
Louisiana	58,835,000	51,198,000
South Carolina	44,733,000	37,041,000
So. Dakota	56,212,000	65,270,000
Virginia	64,621,000	47,328,000
Michigan	65,318,000	69,950,000
Minnesota	56,375,000	58,812,000
Pennsylvania	65,026,000	48,800,000
Wisconsin	50,830,000	50,589,000

FOR AN EMPIRE TRADE-MARK.

The Hon. Rupert Beckett, presiding at a meeting of the council of the Leeds Chamber of Commerce, read a letter from the secretary of the British Empire League, stating that in consequence of an invitation from the Glasgow Chamber of Commerce, the league had determined to apply for the registration of a trade-mark which might be described as an "Empire Trade-Mark," for the purpose of distinguishing purely British products.

ONE NEWSPAPER CONCERN THAT TAKES ITS OWN MEDICINE.

The American Press Association, which has been furnishing plated news matter to 10,000 newspapers for thirty years, has recently organized an advertising department with the idea of standardizing advertising rates in smaller weeklies and dailies and securing for them collectively a larger advertising patronage.

Recently it attempted to interest the Cudahy Packing Company for the Old Dutch Cleanser advertising, and was not successful at the time. Determining to get its full story into the hands of those who were in authority in the Cudahy organization, it took a half-page of display in the Omaha Bee to display an open letter to the Cudahy Company. There was a postscript added saying "It is rather curious, we know, to be addressing you in a half-page ad in the Bee, when we could send you this self-same letter by mail for 2 cents, but we believe in newspaper advertising."

The Stevens-Davis Company, of Chicago, has incorporated for \$25,000, to do printing and advertising. William H. Hudson, John H. Erickson and William A. Sheeham are incorporators.

CANADA

Has One

Agricultural Journal

that asks to be measured by its editorials, specific information given, general get-up, quality of paper and class of illustrations used, yearly subscription price, and age of publication.

The
Farmer's Advocate
— AND —
Home Magazine

established 1866, has the largest circulation of any agricultural paper in Canada and is the only weekly agricultural journal commanding a subscription price of \$1.50 per year. It is taken by the most progressive farmers in every locality, who have money to spend for good articles.

Send for sample copy and advertising rates.

Address the

William Weld Co.
Limited

London, Canada

An Unintentional Illustration of the Elementary Strength of New England's Local Dailies

A western advertising agency once published a booklet. Its object was to show the desirability of Magazine Advertising for creating a national market.

Read the following extract! Could anything better illustrate the elementary strength of New England's local daily papers?

"When we placed 'Maple-Flake,' a food product, on the market in Detroit, we used the 'Detroit daily newspapers, and we builded such a market as desired. Now, mark you, 50 per cent. of the entire circulation of every Detroit newspaper goes outside of the city of Detroit. 'These newspapers having made a market in 'Detroit for 'Maple-Flake,' averaging from 1,000 to 1,500 cases monthly, would it not be reasonable to expect, if their influence were as wide as the circulation, that they would likewise have created a market in Northville, Adrian, Jackson, Lansing, Port Huron, and other towns and cities where the Detroit papers circulate daily by the thousands? But they did not. **Before we had a market in those towns we had to advertise in their local daily and weekly papers.**"



*Ten Representative New England Dailies—The kind that
MAKE MARKETS and MOVE MERCHANDISE!*

<i>Waterbury, Ct., Republican</i>	<i>New Bedford</i>	<small>STANDARD AND MERCURY</small>
<i>New Haven, Ct., Register</i>	<i>Springfield, Mass., Union</i>	
<i>Meriden, Ct., Record</i>	<i>Lynn, Mass., Item</i>	
<i>Portland, Me., Express</i>	<i>Salem, Mass., News</i>	
<i>Burlington, Vt., Free Press</i>	<i>Worcester, Mass., Gazette</i>	

JUDGE FOILS PRESS AGENT PLAN.

British courts of justice must not be exploited for advertising purposes. This legal decision was given in the case of Thomas Dann, a press agent, against Frank Curzon, manager of the Prince of Wales Theater. Dann wanted \$500, which he said Curzon agreed to pay him for carrying out a plan to secure advertising.

The plan was carried out. Two ladies were engaged to take their seats in front of a gentleman, also engaged for the purpose. After the curtain was raised the gentleman urgently invited the ladies to remove their hats, which were large and ultra-fashionable. The ladies, according to schedule, refused, the defendant was summoned, also according to plan, from the lobby, and he invited them to the corridor. There he either demanded that the ladies remove their hats or take the money they had paid for tickets, and leave the theatre. They were gently pushed out into the street upon refusing.

The ladies, still following out the plot, proceeded to summon the theatrical manager into court on the technical charge of assault. The magistrate heard the charge and dismissed it, saying that the defendant was justified in what he had done.

When the press agent brought suit against the theatrical manager for \$500 the judge heard the evidence and gave a verdict in favor of Mr. Curzon. He said that the arrangement of the press agent was illegal, being contrary to public policy. He dismissed the action, leaving both parties to pay the costs.

RICHMOND GIVES A "HAT" TO ATLANTA.

Just prior to the census last spring the Richmond *Evening Journal* wired the Atlanta *Journal*: "Bet you a hat Uncle Sam's enumerators find more live people in Richmond than in Atlanta." The Atlanta paper accepted the bet. After the returns were in the Richmond paper wired: "Will send hat as soon as it is built; none in stock large enough to fit Atlanta's head."

In fulfillment of its obligation, the Richmond *Evening Journal*, on November 15th, shipped by the Seaboard Air Line, an enormous hat, eight feet high, which was loaded on a flat car. The hat was made of galvanized iron, in "Uncle Sam" style. The inscription on it was large enough to be read by the wondering residents along the route. It was to the effect that "Atlanta wins on a technicality," that though Atlanta really has a few more thousand population than Richmond, Richmond has a greater number to the square mile, and that Richmond is satisfied with the census showing it made.

The Manufacturers' and Retailers' Protective Service, Chicago, has incorporated for \$10,000 to do a general publishing and advertising business. Richard H. Hollen, John A. Massen and C. N. Nelson are the incorporators.

No matter how many metropolitan papers are used, the surface of

New Haven Trade

is hardly scratched, to say nothing of "making a dent" in it, unless your advertisements are in

The Register

The people of CONNECTICUT'S LARGEST CITY are interested in the news of the affairs of their own city and their own state. This they find in the "REGISTER,

New Haven's Best Paper

together with full Associated Press news of the nation and of foreign nations.

Largest and Best Circulation!

Connecticut's Greatest Want Ad Medium.

[Rate 1c. Word; 7 times, 5c.]

JULIUS MATHEWS, Representative

The Chicago Record-Herald

In October 1910

Gained 308 Columns

In Advertising

over October, 1909, and contained a greater amount of Advertising than in any previous October in the history of the paper.

The Advertiser—

The Successful Business Man

notes quickly the signs of the times—he has watched THE RECORD-HERALD'S growth and knows the genuine worth of the paper that has inspired it—that is the cause of THE CHICAGO RECORD-HERALD'S increase in advertising.

The Chicago Record-Herald

at One Cent Daily

has made no change in its policy. It is to-day pre-eminently the best family newspaper in the west.

The Chicago Record-Herald

New York Office: 437 Fifth Ave.

GETTING' RESULTS FROM REAL ESTATE ADVERTISING.

PERSONAL HONOR IN AN AD AS WELL
AS IN SPOKEN WORDS—THE
CREATION OF DEMAND—THE MAN
YOU'RE AFTER.—FROM CHICAGO
"INTER-OCEAN."

By Joseph P. Day,

President, Real Estate Board of
Brokers, New York.

Judicious advertising will build up any business, provided the article for sale meets a demand either existing or capable of being created; provided the normal buyers of the article are such that they can be reached by advertising of one form or another; provided the advertiser has a reputation for integrity and fair dealing, which makes his printed word believed, and provided a competent executive and sales force is at his command to reap the full benefit from inquiries provoked by advertising.

Too few advertisers—even men scrupulously careful about living up to their spoken word—realize that a printed advertisement pledges their personal honor quite as much as a signed letter. It behooves all advertisers who value permanent trade more than a single sale, to stick strictly to the truth. The truth of course can be attractively stated, but the statements should not exaggerate. For example, in advertising suburban properties, it is the worst possible policy to make a reader believe that he is to get a veritable paradise for little or nothing, when the property is just average land. The prospective buyer's first view of that property is through disappointed eyes. Moreover, it seems almost fraudulent to me to lead a man through misrepresentations to spend time and money to visit a property which is not as advertised. Such a man may look once, but never again will he be fooled by a second advertisement of the same

concern. In real estate advertising—and I judge this is true of all advertising—I find it better to understate than to exaggerate, and in making an argument for a property it is well to differentiate sharply between what is actual fact and what is merely your personal forecast of future values. Buyers have long memories and it is unpleasant to have some one, years later, say Mr. So-and-So either lied for money or had remarkably little real estate wisdom. Unless the article for sale is such that people need it or want it, no amount of advertising will sell it profitably for any long period. The article, however, may be such that people do not know that they want it, and be sold effectively through advertising. This is true of almost every novelty offered.

One of the great functions of advertising is to create a demand—make people know that they want an article. The advertisement which is written to appeal merely to those who know that they want the article misses half, or at least one-third of its opportunities. In advertising real estate, if I talk merely to those who know that they want my property, I should limit my market; therefore, I try to reach all those with ready money who have not thought of real estate as an investment, and in this way lead many whose one idea is to make their money work in a savings bank to take an interest in real estate. In appealing to this class, one must use arguments different from those which would be sufficient to convince a seasoned buyer. They want investment arguments.

The sort of man you are trying to reach determines somewhat the style and size of an advertisement. The man who knows what he wants and is looking for it may search for your small advertisement in the crowd, but he will surely see your advertisement if you offer what he wants prominently. The man who doesn't know that he wants any property at all or who does not know what he wants in the line of real estate will never search the columns

for little advertisements. He is like a man on the other side of the street—you have got to yell at him to stop him. For this class your advertisement must be so prominent and talk so fast and so much to the point, that it will stop the man who is hurrying through his newspaper, and that advertisement must talk, not to suit you, but to convince the prospective buyer. In advertising the successful merchant forgets his own prejudices and puts himself in the place of the prospective customer.

What governs the amount of space to be used? Commonly, the possible profits on the sale and the probabilities of making the sale, but there is no exact iron-clad scale. If 1,000 lines of advertising sell \$100,000 worth of lots, it does not follow that 100 lines will sell \$1,000 worth, and this is the chief obstacle in advertising low priced property in separate advertisements. This problem I have solved by what I call concentrated advertising. Under this plan several small parcels, no one of which warrants display advertising, are grouped into one big "Property for sale" advertisement, just as department stores group shoes and carpets and groceries in a single big ad. Grouped, the several little advertisements, which would be lost, gain the display of a large advertisement. By sharing the cost each lot gains the attention-compelling advantage of plentiful printers' ink.

The success of my business has been due to advertising—persistent advertising.

The *Evening Times*, of Trenton, N. J., has issued a "municipal" edition, which contains a comprehensive story of Trenton's commercial development. Effort was exerted to make the edition essentially interesting and valuable and not merely a write-up of firms and individuals.

W. R. Messenger has recently been elected secretary of the Tri-Borough League of Greater New York. This league is composed of nearly fifty civic organizations and boards of trade throughout Greater New York, working in support of the \$125,000,00 tri-borough subway.

The volume of the *Gazette's* circulation in the City and the immediate suburbs of Worcester (over 90 per cent) is so great that the Effect of Ads in the *Gazette* is quickly felt—and Worcester Dealers know this!

The Gazette for Worcester Mass.

Largest city in the State outside of Boston.

The Gazette has { Largest Evening Circulation ever attained by any newspaper published in Central or Western Mass. Lowest rate, per thousand. "The paper that GOES HOME!"

JULIUS MATHEWS, Representative

"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Gr. at saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 143,054

PROGRESS IN TRADE PRESS REFORMATION.

HOW A TRADE JOURNAL ASSOCIATION HAS INFLUENCED SOME PUBLISHERS TO "CLEAN HOUSE"—OPPORTUNITIES OPENING TO GOOD TRADE JOURNALS—ADDRESS, NOVEMBER 18 AT WALDORF-ASTORIA, NEW YORK, AT ANNUAL CONVENTION OF AMERICAN SPECIALTY MANUFACTURERS' ASSOCIATION.

By William H. Ukers.

Editor of Tea & Coffee Trade Journal

The effort "to promote unity, good feeling and perfect understanding" between the manufacturing, jobbing and retail interests of the grocery trade has culminated in the organization of the American Specialty Manufacturers' Association on one hand and the organization of the Grocery Trade Press on the other.

It is now some twenty years since the American Trade Press Association was organized. Since then that association has grown from five to seventy-two members, and there have been organized as off-shoots of it the New England Trade Press Association, the Chicago, St. Louis, Wisconsin and Minneapolis Trade Press Associations, all of which are bound together in what is known as the Federation of Trade Press Associations.

There was a time when many people considered the trade paper as a pretext to secure advertising, and for which there was little or no value given in exchange. I am glad to say that the notion has not survived, and where it was in any sense warranted the publishers of such trade papers have, in large measure, perished with the notion.

Here in America the trade journalist has not been looked upon with the same degree of respect that has obtained in England and on the Continent. Many manufacturers have grown to look upon him as more or less of a nuisance—a kind of necessary evil, or one who, at best, must be treated with "patient tolerance."

The Grocery and Allied Trade

Press of America was organized in Philadelphia in January, 1909. In many ways the first meeting was epoch-making. For the first time in the history of grocery trade journalism the editors and owners of the leading publications in the trade came together in friendly conclave, with the avowed purpose of devising ways and means to render better service to their readers, and at the same time to impress upon the manufacturing trade the importance of safeguarding the interests of the dealers in their publicity plans.

THE IMPORTANCE OF THE GROCERY PRESS.

There are published in the United States and Canada, in the interests of the grocery and allied trades, fifty trade papers. Of this number, two are daily newspapers, which cover all lines of commerce, and three are Canadian trade papers. These five I have left out of the present consideration. This leaves forty-five papers published in the United States in the interests of the grocery and allied trades. These forty-five papers have a combined circulation (compiled in most part from sworn statements or the most careful figuring) of 192,305 copies.

Formerly it was almost impossible to find out whether the circulation statements of the grocery trade-papers were true or not.

Now sworn circulation statements are made by all members of the Grocery and Allied Trade Press. Other reforms equally important to advertising manufacturers have been made. Formerly there was no fixed price for advertising in a grocery paper. To-day the rates have been standardized, and the price is the same to all comers. Formerly an advertiser feared to use a few papers because of bringing down on his head the wrath of the others. Now the association papers have an advertising agency which distributes much of the business, and to which the manufacturer can refer all inquiries, thus saving him much time and annoyance. This agency is also prepared to relieve him of the detail work in-

cident to dealing direct with thirty or forty publications all over the country. It will write his copy, check the insertions, pay the bills and look after the business generally without any charge to him.

The Grocery and Allied Trade Press has also accomplished two other very important things: First, it decided that it would discourage the publication of paid write-ups, and would refuse to print free reading notices or trade items which could not be properly classed as legitimate trade news. This was a revolutionary move, because no other trade press in the country has suffered so much from the abuse of the reading-notice privilege as the Grocery Trade Press. Many of the old-time grocery papers have continued along in the old rut, and the practice of prostituting their reading columns to unholy uses has grown amazingly. No advertiser has any respect for a publication which will give him something for nothing. No self-respecting reader will continue to subscribe to a publication which seeks to deceive him by palming off as real news blatant puffs for regular or prospective advertisers. Slowly but surely this abuse is being done away with.

The Space Club of Chicago, an organization composed of the advertising representatives of the leading technical and trade papers, was addressed at a dinner Monday, November 7th, at the Hamilton Club, by E. St. Elmo Lewis on "How the Trade Papers Can Help Us in Getting Service for the Advertiser."

47.5%

of the Germans in Rochester own their own homes, while but 34.5% of the Americans own their homes. This demonstrates the purchasing power of the Germans. The

Daily Abendpost

(Consolidated German Dailies)

is delivered and is read daily in the bulk of these homes.

Only a small number of outside papers find their way into the homes of the people of Portland and vicinity.

In the great majority of these homes, every Evening, is found, THE

Portland Express

With over Three times as much circulation as any other Portland paper—the Largest Circulation of any Maine daily—and 85 per cent of this circulation within 17 miles of Portland.

Advertisers get profitable and quick results!

JULIUS MATHEWS, Representative

RATE CARD

The Evening Wisconsin

POSITION CHARGE.

Next to reading.....10% add.
Full position.....25% add.

DISPLAY.

Per Agate Line (14 lines to the inch). To be used within one year:
Less than 500 Lines.....8 cents
500 Lines.....7½ "
1,000 ".....7 "
2,000 ".....6½ "
5,000 ".....6 "
10,000 ".....5½ "
14,000 ".....5 "

READING NOTICES.

To be used within one year.
Less than 500 Lines.....35 cents
500 Lines or more.....30 "
1,000 Lines or more.....25 "
Telegraphic matter.....75 "

CLASSIFIED WANTS.

Six words to the line.

Per Line.....5 cents
No advertisement accepted for less than.....25 cents

CARD RATES WILL BE STRICTLY ADHERED TO.

JOHN W. CAMPSIE, Business Manager

CHAS. H. EDDY,

Foreign Adv. Representative.

New York Office, 1 Madison Avenue.

Chicago Office, 1 Madison Avenue.

(ROBT. J. VIRTUE, Manager.)

HOW SENSIBLE PRINTING DEMONSTRATED ITSELF.

AN INTERESTING CASE WHERE AN
ELABORATE BOOKLET FELL DOWN,
AND WHERE A REVERSION TO
TYPOGRAPHICAL SIMPLICITY AND
SENSE BROUGHT RESULTS.

By George Ethridge.

A dear, sweet woman once conceived the idea of founding a great national institute for training young women to become useful, helpful, practical wives. She mapped out in her mind a big, broad, comprehensive plan by which she could do a lot of good in the world and, incidentally, beat Clara Barton, Julia Ward Howe, or Carrie Chapman Catt to the Gallery of Immortals and a nice cozy corner in the Hall of Fame.

She had a little money, this woman—not much. She figured that half a million dollars would just about get the institute properly started, and it was an easy calculation that folks like little Andy, John D. and J. P. would be tickled to death to chip in a few thousand dollars each to help the great and glorious work along. Her calculation was not unreasonable. She had a commendable idea; all she needed to make it work out was what every business idea needs—exactly the right presentation to the right people in exactly the right light.

This dear woman didn't know a blessed thing about printing, of course. She went to a first-class printer, told him she wanted some printed matter to exploit her idea, gave him some copy she had laboriously prepared, and told him to spare no expense in getting the stuff out first-class. He didn't. He got out a beautiful prospectus. It was a magnificent job from a printer's point of view. It was printed in three colors on super-extra super, with the regulation foreword, and mailed to a select list of millionaires, with a personal letter, by the dear old lady aforesaid.

Nothing happened. Not a thing. The lady waited thirty, sixty,

ninety days, showed her beautiful prospectus to all her friends, who went into raptures over it and without exception pronounced it by far the most beautiful prospectus ever printed under the sun.

A certain advertising man of national fame, at the time, got hold, accidentally, of the beautiful prospectus, and, seeing the valuable idea hid away between the covers, he got busy writing to the dear old lady and eventually took a train to the Middle West city where she abode. Soon after, a severely plain booklet, printed on Old Stratford in one color and bound in dark green cloth, without a single ornamental letter, caption or typographical embellishment in the whole forty-eight pages, found its way to the same list of millionaires, and in about ten days two hundred thousand dollars was pledged.

Advertising managers, sales managers and business men are coming more and more to understand that the effectiveness of printed matter depends very much less on its physical appearance than on the mental process it arouses and the final impression it creates. A man may see a hundred beautiful paintings in an art gallery, but only a few will really interest him and create the desire to possess. Perhaps only one out of the hundred will linger in his memory after he gets home, and that particular one may not be the largest canvas or have the most elaborate frame.

Printed matter is simply visualized thought. A meager thought cannot be made impressive, no matter how cleverly presented, and contrariwise, a strong thought may be entirely lost or overlooked in a maze of adornment. The effectiveness of printed matter depends almost entirely in presenting the underlying thought in exactly the right manner suited to the occasion. The plain green book referred to did its work because it presented its thought in a calm, restful, peaceable, dignified manner that harmonized with the millionaires' library moods. It almost forced for itself a library reading, whereas the beautiful

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prospectus almost forced itself to be hurriedly glanced over and thrown away.

I sometimes think that the logical printer is the trained advertising man whose mind is engaged entirely with selling ideas. The mechanical part of printing is not nearly so important as the subtle presentation of the thought itself in just exactly the right key for those it is intended to interest.

In speaking thus broadly of printed matter, I mean such printed matter as has to do with selling goods. The whole secret of successful printing is in knowing just what particular style of presentation is needed to produce the desired result. Paper and ink and type are merely the tools of the idea, as the keys of a piano are the tools, so to speak, of the player.

It is related of P. T. Barnum that when an artist brought him a sketch of a three-sheet poster showing a giraffe with its neck outstretched toward the heavens, he promptly ordered some elephants, monkeys and other denizens of the wilderness painted in at the top of the picture where the sky appeared. The artist, of course, protested, but Barnum's business instinct was clearly indicated by his answer—"Hell, what they want to see is animals, not blue sky."

The esteemed Fra Elbertus, in like manner, showed the business instinct when he brought out the *Philistine* on butcher paper cover to advertise himself, and, incidentally, beautiful Roycroft books at a hundred dollars a throw.

I believe that the success of printed matter depends to a greater degree than most people suppose on the business acumen of the man who is entrusted with the job of getting it out. He must have a sort of a sixth sense that will prompt him to catch the exact keynote needed to produce action. When an advertiser spends time haggling with a printer about the cost of a job and gives it to the lowest bidder, he shoots away wide of the mark. Printed matter supposed to sell goods is not merely type and paper and ink.

Formerly
Kohn & Dichter



SMART SHOES FOR MEN

My "\$5.50 special" hasn't an equal anywhere for less than \$7.

That's a big statement to make, but it's not too big to prove.

\$5.50

There has never been, to my knowledge, a hand-made shoe with a hand-sewed welt that sold for less than \$7.

Other grades from \$5 to \$10

ALFRED A. KOHN
Smart Shoes

Broadway at 30th Street
New York City

WANTED

A young man who can lay out an ad and co-operate with the printer to get good typographical results — preferably a practical printer himself. Such a man can get a good situation and a promising future with a high-class Advertising Agency. Address A. A. L., care Printers' Ink.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. F. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5303. Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 3151. Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, Dec. 1, 1910.

Closing in on Advertis- ing Fraud

Quite without the necessity of an international conference of advertising clubs suggested by our London correspondent, there has appeared an international unity of purpose in the advertising business. Several English bodies have taken steps to check misrepresentative advertising in England. English advertising organizations are placing themselves on record in a movement to make advertising statements more reliable. Germany, it is well known, has already a perhaps unnecessarily severe law, as well as enforcement of it.

The English Merchandise Marks Act is already a good enough legal instrument to accomplish reform in England if enforced,—and a counterpart of it should be available to the now numerous advertising reformers in this country. This English Merchandise Marks Act outlines a false trade description as one which is "false in a material respect as regards the goods to which it is applied, and having re-

ference to the size or quality of the goods, the methods of manufacture or the material of which they are composed." This law is made applicable not only when an expert has found it false, but when a probable customer is held to have been deceived.

On the authority of the Grand Rapids *Furniture Record* the illustrations in American mail order catalogues could not be used if a law as stringent as the English one were enforced here. Dressers are so placed as to deceive the eye as to size of mirror, etc.,

A rather severe lesson in fraudulent advertising has come about in the past few days through the Federal raid upon the Burr Brothers oil stock business, which by means of large sums spent in newspaper advertising brought phenomenally large sums of money. The very real and far from melodramatic spectacle of widows and orphans weeping around the offices of the two concerns recently raided now confronts the consciences of the newspapers which accepted such advertising. Surely a common human feeling of horror at being a stool-pigeon in the larceny of the bread and butter of helpless women, should now impel the very last periodical having open doors to questionable financial advertising to close them at once and forever.

But even when such obvious advertising immorality is eliminated, there is still much to be done to secure real advertising dependability. There are, for instance, a number of concerns whose advertising is now accepted in some of the very best and most particular magazines. These purport to be "manufacturers" and lay great stress upon the savings of middle-men's profits in direct-from-factory-to-consumer arguments; whereas they are no more manufacturers than they are barmaids. In actuality they buy their goods from manufacturers and jobbers—and from pretty cheap ones, too—and depend wholly upon the illusive cry of "direct-to-consumer" to fatten their pockets. Every effort made to drive out

of both advertising columns and the United States mails such concerns, will mean more money in the pocket of every legitimate manufacturer and advertising man in the business.

A Jobber's Swan Song

Life on the ocean wave of jobbing, unless the newer conditions and developments are met, is getting to be pretty stormy for some ancient and unimproved old ships.

A partner in a Middle Western shoe jobbing house, which has been crowded into innocuous desuetude by its inability to sense intelligently the newer forces working in selling and distribution, sang a swan song of bitter complaint not long before failure was announced.

He naively attributes to the great white light of advertising the disaster of his downfall. He gave his hearer to understand, without intending to do so, that his methods could not maintain a passing mark of 60 per cent when subjected to the searching, revealing honest illumination of publicity. Is it possible that his wail is only a megaphoned echo of the mutterings in the depths of a good many other jobbers' hearts, against the vicious modern practice of letting the buyer know all about the goods he buys?

"The main thing from our stand-point," he said, "is that the retailer is advertising mad. When you sell him a bill of goods, if you are lucky enough to do that, he immediately demands that you send him advertising matter—posters, placards, and everything else." Something surely has been perverting the retailer's mind! The defunct jobber goes on to say: "We haven't believed in that because it simply added heavily to our cost of doing business!" (The exclamation point is ours). "The result is that our competitors have a strong talking point against us."

A pretty pass it has come to in these modern days that a jobber must meet competing lines on merit and not by old-time induce-

ments, and whisperings in the cubby-hole under the stairs!

The no-longer existing wholesaler then goes on more calmly to review the developments that put him under. National advertising has influenced the consumer to demand of the dealer trade-marked goods, and the latter, in turn, has asked the jobber to supply him with them. What an invasion of ancient privilege! He asserts that the rural stores are the main reliance of the old line jobber now. The country store keeper still is going to his city jobber and taking what is given him. But even here the one-time jobber sees signs that the insidious evil is creeping in, for he has heard that his most highly prized dealers in the rural districts are beginning to carry advertised lines. He remarks with an air of wonderment that one may buy a Douglas or a Regal shoe in the backwoods of Kentucky almost as easily as he may in the cities.

This expiring complaint of the shoe jobber is only one of the bubbles that have risen to the surface and have then quietly burst, leaving no trace of the spot where others of his kind have also gone down. In these fast moving times no one is disposed to waste sympathy upon jobbers who imagine, with colossal conceit, that they can stem the tide without mending their ways, and who accordingly go to Davy Jones' locker unhonored and unsung.

The Publisher's Control Over Advertising

A publisher of a New York trade journal is defendant in a suit brought by one of its advertisers, which will tend to show how much legal control a publisher has over his own advertising columns.

A year or so ago the present publisher took over the property and immediately directed that advertisements which had been running according to an obsolete rate be brought up to the new rate, or as near it as possible.

Efforts had been made for a long time to induce one adver-

liser, whose contract was dated many years before and whose advertising had been printed at that rate in spite of successive advances in the price for space, to consent to the new rate. This manufacturer objected, pretending to be unable to understand why an old patron of the journal like himself should not be granted exemption.

He refused to pay the advanced rate. He was accordingly dropped out of the paper, and thereupon he sued the publisher for breach of contract. The contract, drawn years ago, was to the effect that the copy should be run at a stipulated sum until the advertiser notified the publisher to stop. According to this contract the advertising could run at this rate forever.

Suits similar to this have been fought out, and a publisher's lawyer informs PRINTERS' INK that a publisher has absolute right to deny further service to an advertiser at any time, but that the publisher shall be subject to a suit for damages.

The disappearance of the Postum Cereal advertising from *Collier's Weekly* has finally resulted after five years in an interesting suit brought by Robert J. Collier, the publisher, against Charles W. Post, manufacturer of Postum Cereal.

The suit is now being tried before Justice Brady in New York City. According to Charles E. Kelly, who, with James W. Osborne, is attorney for Mr. Collier, the facts are as follows: In 1905, at about the time of *Collier's* campaign against certain patent medicines and against adulterations in general, Robert J. Collier, who was then managing editor of *Collier's* received a letter from a subscriber pointing out that the paper's editorial stand did not square with some of the advertising carried, mentioning the Postum ad which is said to have claimed curative qualities for Postum. Mr. Collier directed that the Postum advertising be dropped, which was done, although the contract with Mr. Post had yet nine months to run.

Two years later, it is said, in the ordinary course of editorial work *Collier's* commented on what it termed the "fake" nature of the Postum advertising, recalling that it claimed curative powers for incipient consumption, paralysis, etc. Mr. Post took exception to this, it is further stated, and published what is termed a "scurrilous" advertisement in many newspapers, accusing *Collier's* of feeling miffed because Postum advertising was withdrawn by Mr. Post. According to *Collier's*, Postum was dropped and did not cease at Mr. Post's wish.

Mr. Collier, after the appearance of Mr. Post's advertising, which intimated underlying motives for the editorial of 1907 against Postum advertising, brought suit against Mr. Post for \$250,000 damages. It is expected that the case will be decided early in December. It is intimated that much interesting expert testimony will be presented in order to prove of just what Mr. Post's products are made.

The interesting question of the publisher's control over his advertising columns is raised in both these cases, and it will be most illuminating, in these days of increasing critical examination of advertising offered, to see just to what extent the law may grant rights to advertisers or protection to publishers.

♦♦♦ "DAILY NEWS" SUES FOR INFORMATION OF HERBERT KAUFMAN & HANDY ASSETS.

The Chicago *Daily News* has brought suit against Herbert Kaufman & Handy, bringing into the suit the Long-Critchfield Corporation, which recently absorbed Herbert Kaufman & Handy. The *News* informs PRINTERS' INK that it brought the suit for the purpose of getting information as to the absorbed agency's assets and their disposition. Long-Critchfield were brought into the suit simply because carrying some of the Herbert Kaufman & Handy accounts.

♦♦♦
The Pictorial Review Company has appointed Richard A. Pick Western representative of the *Pictorial Review* Quarterly Fashion Book and *Pictorial Review* Monthly Styles, with headquarters in Chicago. Mr. Pick is going West after an absence of two years.

LITTLE TALKS WITH WISE ADVERTISERS**NUMBER TWELVE**

A concern engaged in selling goods to textile mills sent us a three-year contract this week for \$2,100. They commenced advertising with us three years ago, and have now increased their space 100% and, recognizing that the progress which the American Wool and Cotton Reporter is making, will cause a large and inevitable increase in advertising rates in the future, they have taken a three-year contract. The reasons which justify this action are not difficult to analyze as per the following illustration:

In sending his personal check recently for 34 subscriptions to the American Wool and Cotton Reporter for all of his heads of departments and some of their assistants, the Treasurer of a moderate-sized cotton mill recognized the educational value of this publication. Similar wholesale subscriptions by mill managers come to us every week.

Since the Civil War the population of the United States has multiplied three times, while the use of textiles per capita has increased nine-fold. Ours is no longer the age of iron and steel, but has become the textile age. The precedence of the primitive and fundamental era of iron has been followed by the supremacy of the higher era of textiles. In this advance of the textile industry the American Wool and Cotton Reporter has been the leader and guide for a quarter of a century. The buying capacity of the textile industry is not limited to what the 30,000 managers purchase for the mills alone; they are the bank directors, social leaders and conservative political forces of every community in which textile mills are located.

Every bill for a special advertisement in our forthcoming Greater America Number will be accompanied by the affidavit of an auditor that the actual number of copies of that issue printed and circulated is 16,000.

American Wool and Cotton Reporter**FRANK P. BENNETT & CO., Inc., Publishers****BOSTON NEW YORK PHILADELPHIA WASHINGTON**

The Little Schoolmaster's Classroom

Most of those who have attempted to outline the proper arrangement of a complete advertisement—that is, an advertisement that embodies all the functions—seem to follow about this order:

First step: Attract attention.

Second step: Develop interest.

Third step: Produce conviction.

Final step: Induce action.

The character of the article and the conditions governing its sale determine to a large extent the nature of the copy. Not all articles easily admit of advertisements that embody all of the functions. For example, it is unreasonable to expect that one on reading an advertisement about Sunny Monday Soap will start out for the grocery store to buy a cake. The only kind of action-inducing element that could be put into an advertisement of such an article would be to suggest that the reader "Try it for next week's wash" or to "Ask your grocer for a free trial cake." On the other hand, it is comparatively easy to get all the elements into the advertisement of an encyclopedia and to induce the reader to act by filling the coupon and mailing his request for an interesting booklet and specimen pages.

Under certain conditions, advertisements may properly vary from the usual order of arrangement. For example, the substitution of other spearmint gums for Wrigley's is so general that some Wrigley advertisements may profitably start right off with the admonition to refuse the package unless it bears the spear and the name Wrigley. Such an emphatic warning has attraction value as well as action-inducing value.

Don't forget that to be worth anything the attention you attract must be *favorable*. It is easy to be odd or silly and to attract attention, but unless the attention is of a kind that sooner or later will

result in sales, it is as tinkling brass. So, whether you are depending on timeliness, seasonableness, a strong individual style, a little airy or humorous touch, or an illustration to get attention, be sure that the attention can be reasonably expected to develop into interest and to influence toward buying. Imagine that that composite customer is just across the desk and ask yourself the question, "Will it get his attention and make a good impression?"

Having drawn attention, attention must be retained and interest developed by getting as quickly as possibly into the interesting "meat" of the subject. Long introductions are not used as they once were, though there are still advertisements that require introductions of some length. An advertisement that started off with a mere description of an adding machine would be without much force. It is good advertising to devote the fore part of the advertisement to emphasizing the drudgery without the machine, the service of the machine, etc.

The Velexa advertisement affords a good example of a headline and sub-display that draw attention as well as a good example of pertinent introductory matter that leads up logically to the description of the article for sale.

Much may be said about the art of writing, but after all, the ability to write well usually comes only after a great deal of patient practice. A knowledge of grammar and composition may make one a correct writer but not necessarily an effective writer. Many graduates of universities are not effective writers. Careful reading and continual practice in putting thoughts on paper should in time give fair proficiency in writing clearly and forcefully. The Ben Franklin method of improving composition is practical. Read a selected paragraph, so as to get

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the ideas. Then, without consulting the original, try to reproduce the thoughts in your own language. Compare your effort with the original.

Write much as you would talk if the typical customer were present. The advice, so often given, to have all sentences short, is not to be taken too literally. All short sentences make composition too "snappy" and jerky. But it is better to have too many short sentences than to have too many long ones. An occasional longer sentence gives balance and, by contrast, makes the short sentence more effective.

Study the power of words. When we read that the razor gives a *velvet smooth* shave, we know just what the writer means; "velvet" draws a good mental picture of a smooth, comfortable shave.

The curse of much advertising copy is the use of a great many general claims that the writer would not believe himself if some one else wrote them. "Best workmanship," "lowest prices," and so on. Such statements do not deal with concrete facts. They draw no pictures in the mind. They are only words, and not believable words at that. "Most convenient safety razor on the market" does not mean much, but if you say that the razor has twenty-four blades, that each blade is good for a week's shaving, that the razor affords safe shaving for six months without stropping, you have said something.

Retail advertisers draw their copy out long with the familiar, chatty style, but in the general advertising world a great many advertisers, with profit, adopt the telegraphic sort of copy. For example, instead of writing, "If you are not entirely satisfied when you have received and examined the goods you buy of us, we will, on request, refund the price you have paid," the idea may be expressed in four words, "Money back if dissatisfied." This, however, is not saying that the easy, chatty style is always out of place in costly general advertising.

"I am asked how a young man

may form an advertising agency. It is not such a difficult matter for a capable, energetic, versatile man to open an office in a city of good business and to secure local work. Such a man must look principally to advertisers for his compensation, charging each according to the time required, but in many instances—despite the

The Wrong Way to Treat Facial Blemishes

Is to expect lotions, powders and other mere external applications to remove a trouble that is more than skin deep. Pimples, blackheads, blotches, and eruptions are signs of a disordered blood. You must get the disorder out of the system.

The RIGHT Way

To restore the face to its natural smoothness and fairness is to take VELEXA, the famous 3-remedy, systemic treatment perfected by a Pennsylvania skin specialist and used by him in his private practice for eight years with great success. The treatment includes two kinds of tablets, pleasant to take, that purify the blood and remove the disorders from the body in Nature's way.

Try this scientific treatment. You can get a free sample of the VELEXA-crown and a free booklet, "How to have a Beautiful Complexion" on request, but you must take the entire treatment to get the right results. Month's supply of all three remedies only \$1.00. Inquire at

McGraw & Elliott's Drug Store

fact that newspaper publishers pass resolutions against paying commissions on local business, the man who demonstrates his ability to *create* new advertising will often get some commission from local publishers. But I do not advise any man, without considerable agency experience AND good capital, to attempt starting an agency for the handling of general advertising accounts. The competition is strong, and the fight to win recognition from the leading publishers will be long. A man who has the ability to control good accounts will be better off, in my judgment, to seek a connection with a well-established agency.

DEATH OF E. A. ABBOTT.

E. A. Abbott who was appointed advertising manager of *The Christian Endeavor World* of Boston, last March, died in his home in Lowell, Mass., Friday, November 18, after only a week's illness with typhoid fever, aged twenty-six years. He was formerly associated with the Johnson Educator Food Co., of Boston, and with the *Boston Journal*.

Mr. Abbott was an active member of the Pilgrim Publicity Association and a member of the Committee on Halls whose duty it is to provide meeting-places for the great convention of advertising men in Boston next August.

THE GOAL OF CONTINUOUS PUBLIC DEMAND.

SUGGESTION THAT FACTORS PROFIT-
ING BY SELLING SHARE THE BUR-
DEN OF BOOSTING THE GOODS—
FROM "DAILY TRADE RECORD."

By Edmond A. Townley.

Of the H. Sumner Sternberg Adv.
Agency, New York.

Whether the manufactured product be household goods, foods, wearing apparel or what not, the secret of successful merchandising lies in inducing the public to consume the goods made in the factory.

Until this consumption is assured, a business is not on a sound basis. A factory can run a short time on jobbers' orders. Retailers' orders will keep jobbers busy one season, but continuous activity can prevail only when the great public buys and consumes.

The two factors that enter into continuous public demand are, first, a wholesome desire on the part of the public for any particular goods, and, second, opportunity to get such goods without special effort or trouble.

The right kind of general publicity will create demand, but it will not increase factory output permanently unless the demand created can be satisfied easily. This facility for supplying demand is called distribution. It means comprehensive stocks of the article for which a demand has been created in the stores of retailers in many towns and cities. If goods are distributed through jobbers, it means stocks in jobbing houses in close proximity to the retail stores to be supplied, for not only must the consumer be able to get the goods easily, but the retailer must be able to get them easily.

In the final analysis, there is just one reason why a retailer sells any particular kind of merchandise, and that is because he can sell it easily at a profit, or thinks he can. And the jobber sells it because the retailer wants it, because the consumer wants it and he can sell it at a profit.

Isn't it evident, therefore, that the most important thing to do in the merchandising of any product is to make the consumer want it?

And as interest and enthusiasm must emanate from one point, is it not logical that it start at the beginning, or with the manufacturer? Is it not evident that this is where it must start if it is to assume any proportion whatever?

Is it not the self-evident duty of the manufacturer to watch the journey of his product from the time it leaves his factory until it is finally consumed, and to see to it as much as possible that every word spoken is a word of commendation?

This seems like a herculean task but with the proper organization, assistance and advice it becomes very simple, for it merely requires a knowledge of what advertising is, and the advanced machinery necessary for its proper conduct.

The manufacturer, with this knowledge and equipment, is enabled not only to inspire his own salesmen, but in turn his jobbers and his jobbers' salesmen, his retailers and his retailers' salesmen. He is enabled to get both the jobber and the retailer to bear his proportionate share of the expense of creating the final desire in the mind of the consumer.

It is not intended to convey the impression that a manufacturer who contemplates the expenditure of a sum of money in general publicity; that is, advertising his product direct to the consumer through mediums of national circulation, can call upon either the jobber or retailer for his proportionate share of this expenditure, because he cannot. But it is true that the manufacturer who spends money in general publicity, if he properly conducts his campaign, can get the jobber to spend money to back up his effort with the retailer and can get the retailer to co-operate and link up with his general publicity even to the extent of spending frequently much more money in a local way than the manufacturer could possibly afford to

spend out of his individual share of the profit.

In fact, it has been found true in many instances that a manufacturer, realizing the full potency of a well-directed advertising policy, has been able to so enthuse not only his own organization, but each organization through which his product passed that the volume of his sales in a short time grew out of all proportion to what might ordinarily be expected as a result of the actual amount of money involved in his publicity campaign.

A WIDELY experienced Advertising and Publicity Manager is determined to enlarge his opportunities, at present restricted by conditions. A master of virile English. Writes striking business-getting letters. Plans productive magazine and mail campaigns. Vigorous in mind and health. Some active and pushing concern wants me. Can we get together? Address "W.D.N." care Printers' Ink.



"The Breeders' Gazette is the Farmer's Greatest Paper."

—W. A. HENRY,
America's Foremost
Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE
358 Dearborn Street Chicago
Member Standard Farm Papers Association

1847 ROGERS BROS. X S
TRIPLE

"Silver Plate that Wears"



The famous trade mark
"1847 ROGERS BROS." guarantees the *heaviest* triple plate.
Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,
(International Silver Co., Successor)

New York Chicago MERIDEN, CONN. San Francisco

CAN YOU USE US?

WE sell you skill and brains, knowledge and experience in business getting.

Our men are *salesmen* with the ability to put their methods into *type*.

They produce *selling* copy because they are mail order *specialists*.

Seven years writing selling literature—two removals in that period—each time to larger offices—proves we are *making good*.

The economic reason that justifies our existence is that we can write you a better booklet or circular letter than you can write yourself. *Specialization* is the secret.

Can you use a *selling* copy?

The Business Development Company of America

Send for "The Selling Force"
The Selling Farce"

119 NASSAU STREET : NEW YORK CITY
Phone 5374 Cortland

Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, 12 West 31st Street, New York.

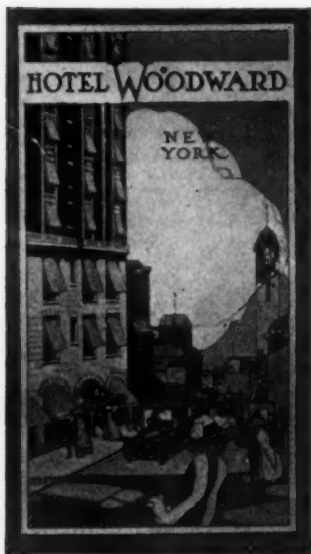
HOTEL WOODWARD. A three-ply, folder-booklet, with marginal decorations in color. Printed by the Norman Pierce Company, New York and Chicago, for the Hotel Woodward, New York.

This offering tries to carry to a successful conclusion the argument that while this hotel is on the outskirts of the Great White Way, it is nevertheless so discrim-

ment why it will pay the dealer to use that particular ad. In persuading the dealer to loosen up generally on advertising, Lyon & Healy say:

"Our plan has always been to spend a certain percentage of our receipts for advertising, basing the amount to be spent on the past year's sales. The retail departments can afford to spend more than the wholesale, and even among different retail and wholesale departments there is a wide difference in the amount that may be expended. A piano dealer can arrive at his advertising fund easily by allowing so much on every piano sold for this most important factor.

"Call in your newspaper men, therefore, and contract with them to run all the advertisements in this bulletin. Here is a pointer: Many of the greatest business successes have been made through the optimism and credit-giving of newspaper men. One of the biggest publishers in the United States had gotten to the end of his string when he thought of advertising. A single newspaper agency, after looking over his affairs, gave him a credit of \$30,000. That man is worth \$5,000,000 to-day. Newspapers love a man who will advertise. Their merchandise is like the baker's bread, only more so. If they don't get to-morrow's advertisement for to-morrow's paper it is lost forever, so you will find them the heartiest kind of boosters."



inating in its hospitality that one may safely take his wife or daughter there with no impairment of their sense of dignity and fitness of things.

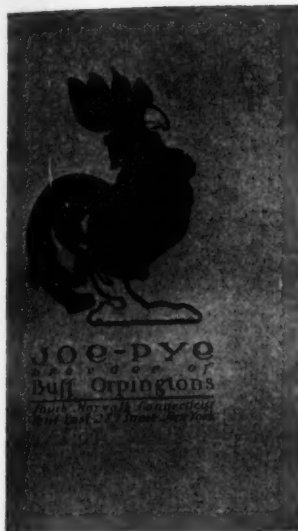
"PIANO BULLETIN No. 12"; Lyon & Healy, Chicago.

An economical and attractive way for a manufacturer to put up to dealers the ads they are asked to run in local newspapers. Each ad is preceded by an argu-

THE WILL TO DO, by C. W. Saleeby, M.D. Booklet of sixteen pages and cover. Printed by the Kalkoff Company, New York, for the Bauer Chemical Company, New York, manufacturer of Sanatogen.

The inside of the back cover forms a pocket wherein are laid letters from famous people who have used Sanatogen. Each letter is a small facsimile, upon a loose sheet. Among those who furnish testimonial letters are Emerson, Hough, Hall Caine, Channing Pollock and Sir Gilbert Parker. Filed with the letters is an addressed post card informing the reader that "The Will To Do" is one of a series of little books that will be sent free if one or all are checked upon the list of titles printed.

FIFTY-FOURTH ANNIVERSARY SOUVENIR. Booklet of twenty-four pages, printed



THIS BOOKLET WAS ILLUSTRATED WITH ACTUAL PHOTOGRAPHS.

for the Meier & Frank Company, Portland, Ore.

Issued to act as a guide for the visitor to the store's anniversary celebration to the sights of Portland. The right-hand pages note the points of interest in the city and the left-hand pages feature separate phases of the store's resources.

THE KILBOURNE & JACOBS MANUFACTURING COMPANY. Catalogue No. 64, of Contractors' Dump Cars. Printed by the Corday & Gross Company, Cleveland. A good exposition of a technical subject.

BENJAMIN MOTORING MODES. Booklet, twelve pages and ornamental cover. Printed by Sherman & Bryan, Inc., New York and Chicago, for Alfred Benjamin & Co., New York.

GILLIAM COUNTY, OREGON. Booklet of thirty-two pages and cover, printed in black and white and sepia. Issued under the Co-operative Community Plan of the Oregon R. R & Naviga-



ALEXIS BOND is our second best in business writing paper. We offer it for your convenience to compare with the *best* that other mills produce—because our best, STRATHMORE PARCHMENT, "the best bond paper made," is so far *beyond comparison* with any other business writing papers. Get the sample books from your printer or from us.

THE MITTINEAGUE PAPER COMPANY

The "Strathmore Quality" Mills

MITTINEAGUE, MASS., U. S. A.

tion Company and Southern Pacific Company. Planned and executed by the Sunset Magazine Homeseekers' Bureau, Portland Ore.

The excellence and wide range of its photographs of Oregon furnish a telling argument in the campaign to interest home-seekers. A sample of what co-operative enterprise may do in securing good material for booklets.

CHALK TALKS. Booklet, twenty pages and cover. Prepaid for the National Cash Register Company, of New York, Twenty-eighth street and Broadway.

Each page has a slate and each slate has a simple, homely, roughly drawn argument bearing upon the use of the Cash Register. The back cover page is a slate, with the address of the company and a space for a stamp. The inside back cover page is the reverse of this "post card," which may be signed by the reader of the booklet, torn off and sent to the New York office with a request that it back up the "strong statements" made in the slate series of arguments on the preceding pages.

"PHOTOGRAPHIC PROGRESS": House organ issued monthly by A. M. Collins Manufacturing Company, Philadelphia.

This firm seeks to make friends among its customers and their employees by publishing in its house organ "Help Wanted," and "Situation Wanted" ads free.

"DR. EDISON CUSHION SHOE": Booklet, twelve pages and cover. Prepared by Lyddon & Hanford Company, Rochester, N. Y., for Utz & Dunn Company. Printed by the Genesee Press.

The attempt to get human interest into illustrations sometimes results in the advertising idea becoming unduly subordinated, if not entirely submerged. For example, some pictures now appearing in ads would serve equally well for clothing, neckties, collars, or gloves. In the Dr. Edison Cushion Shoe booklet, a novel

treatment of colors and backgrounds skilfully overcomes the difficulty. The girls' faces come out conspicuously but all other details are subordinated excepting only the shoes.

JOE PYE'S "BUFF ORPINGTONS." Booklet, four pages and cover. Copyright by Joe Pye, South Norwalk, Conn.

Written to sell settings of eggs laid by finely pedigreed hens, after being mated with cocks of pure lineage. The touch of distinction in the booklet is lent by the real photographs of the cocks which have been loosely attached to the pages of the booklet, alongside of the printed description of the cock's record. An excellent pictorial treatment when the mailing list is small:



A LITTLE TALK WITH THE SKIPPER. Booklet of twenty-four pages, with cover of same stock as body. Prepared for the Brooks Boat Manufacturing Company, of Saginaw, Mich.

Addressing himself to "My Dear Mr. Future Customer," the writer, presumably Mr. Brooks himself tells in a simple, straightforward way of the story of his struggle to build a business founded on selling boat patterns. An excellent type of this kind of selling argument.

GRITS AND GRINDS. Anniversary number, 1910. Printed by the Commonwealth Press, Worcester, Mass., for the Norton Company, Worcester, Mass.

A booklet designed to promote the loyalty of the company's employees, among whom it is being principally distributed. The account of the rise and the maintenance of the "Norton spirit" among employees is of keen interest to every employer confronted by a labor problem.

The Oklahoma City Times, the oldest and largest paper in Oklahoma, has lately passed under the control of Dennis T. Flynn, a wealthy lawyer of Oklahoma City. H. G. Eastman, who for the past three years has been business manager, becomes general manager.

KNOWLTON JOINS COLLIN ARMSTRONG AGENCY.

The Collin Armstrong Advertising Company has secured the services of Charles S. Knowlton, for many years vice-president and New York manager of the Raymond & Whitcomb Tourist Company. Mr. Knowlton is considered an authority on all matters pertaining to travel, having had charge of the company's advertising as well as personally writing all of their copy. His special field will be among the transportation companies, although it is not to be confined solely to that department.

ENGLISH SLACKNESS IN HOLIDAY ADVERTISING.

In England the shrinkage of advertising at the approach of the holiday season is marked. It is reported that manufacturers are growing in numbers who favor withdrawing altogether the advertising appeal prior to and during the holidays. Few seem to have made the discovery of some American firms that their advertisements grow in value at this time because of the increased prominence given them by the temporary withdrawal of competing copy.

Consult my

ADVERTISING ARSENAL

**Agencies
and
Solicitors**

can save
time, tissue
and money

About 15,000 booklets, catalogs, etc., and 50,000 clippings on all lines of business. Thus you can **instantly** mobilize information and exhibits it will take your competitors months to gather. The service is confidential and available only for worthy, non-conflicting interests. Send for descriptive article from Business Philosopher.

C. R. LIPPMANN

Advertising Consultant and Special Writer

37 East Twenty-eighth Street, - - NEW YORK

Phone, Madison 4400

CHILD LORE

A CHILD'S MAGAZINE THAT STANDS IN A CLASS BY ITSELF
IT MAKES A STRONG APPEAL

To every mother

Because it contains genuine child literature.

To every minister of the Gospel

Because it is a magazine of ideals and high moral purpose.

To every Kindergarten and primary teacher

Because it contains the sort of stories that she can use in her daily work.

To every Superintendent and Principal

Because it is a magazine of genuine educational value.

To every lover of children

Because, on account of its beautiful stories and dainty illustrations, it makes an ideal Christmas present.

For the year 1911 CHILD LORE will contain

A series of the most beautiful myths of Greece and Rome.
Stories of King Arthur and the Knights of the Round Table.
Modern stories of child life and adventure.
The most beautiful fairy tales of all nations.
A series of "Wishing Hat" stories, running throughout the year.
Legends of all times and of all nations.
The best illustrations to be found in any magazine.

CHILD LORE COMPANY

1427 Union Street, Brooklyn

**THE DICTAPHONE**

Box 111, Tribune Building, New York.
 Branches: Boston, 178 Devonshire St.; Chicago, 210 Wabash Ave.; Detroit, 54-56 Lafayette Blvd.; Minneapolis, 422-424 Nicolet Ave.; Philadelphia, 1109 Chestnut St.; Pittsburgh, 101 Sixth St.; San Francisco, Phelan Bldg.; St. Louis, 1008 Olive St., and in all large cities.

If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

What they want they get!
 Do you want some of this business?

USE THE CLIPPER

— ADDRESS —

NEW YORK CLIPPER, New York City

St. Joseph's Blatt

Only German Catholic weekly on the Coast,
 26,000 subscribers; seven columns; 8, 10,
 12 pages; yearly contracts, \$1.00 per inch.

BENEDICTINE PRESS, Publishers
 P. O. Box 309 PORTLAND, ORE.

THE GENERAL ADVERTISER AND THE DOCTOR.

THERMO-CHEMICALS COMPANY.
 NEW YORK, NOV. 20, 1910.

Editor of PRINTERS' INK:

For many years I have wondered with ever-increasing wonder why great advertisers neglect so important a field as that offered by medical journals. There is virgin territory for the far-sighted man who has something to sell.

Let it be known at the outset that I hold no brief for medical journals, for I do not own a dollar's worth of stock in any publication of this sort. This is not said boastfully, for it would be a source of great pleasure and profit to own such a journal, but the good ones are not for sale and the poor ones are like all poor publications—not worth owning.

Let the advertiser stop and consider the question for a moment. There are practically 120,000 physicians in this country. Some lists are larger, but the number quoted includes all the medical men who are actively engaged in practice and who read medical literature. The income of the physician in the average community is as large, if not larger, than that of the members of the other professions. The doctor is usually a man of family, and a good spender. Being human, his wants simulate those of any other red-blooded citizen. His family eats, drinks and wears the food, drink and raiment common to others. Their artistic, musical and literary tastes are at least as highly cultivated as their neighbors. The doctor is a good and oftentimes bountiful liver, and although he has little time for recreation he is a rare physician who has no hobby. He motors, fishes, shoots, golfs, motorboats, or takes an annual trip to some distant point. He of necessity dresses well, and his general household equipment is as good or better than that of his fellows.

There are dozens of articles which should rightfully be advertised in the medical press. For example, food stuffs, motor cars, toilet articles, such as high-grade soaps, sanitary plumbing and bathroom fixtures, heating and lighting apparatus, cameras, furniture, musical instruments, office equipment, razors and strops, guns, fishing tackle and other sporting goods, the various kinds of wearing apparel and travel tours are a few which come to mind. Every physician would read such advertising matter with pleasure and profit, and the advertiser would get an additional and a very valuable source of publicity.

A publication paid for at least one-fifth of the total membership of a profession could hardly be exceeded. What percentage of the ninety or one hundred million people of the United States does any one monthly magazine reach?

H. SHERIDAN BAKETEL, M.D.,
 Vice-President and Manager.

Suffragists in New York are advertising their cause on sugar bags, furnished free to grocers.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO**, 29 Murray St., New York City.

ADVERTISING AGENCIES

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

YOUR want ad covers Ohio, \$21.50; Pa., \$27.50; N. Y., \$19.75; Calif., \$15.50; Ill., \$18.50, Ind., \$19.25; Ks., \$10.25; Mass., \$10.75; Mich., \$12.25; Mo., \$10.75; Texas, \$17.00. Particulars, 10c., credited first order. Kline, Soc. Svcs., Cleveland.

ADVERTISING MEDIA

THE TUSCALOOSA NEWS carries a greater amount of advertising than the total size of any other paper in West Alabama.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE TUSCALOOSA NEWS guarantees the largest circulation of any daily paper in West Alabama. Ask the man from Alabama.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. P. O. Box 1078, Havana, Cuba. New York Rep., I. C. Felleman, 18 Broadway.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

FOR SALE—A high class reference book or co-operative catalog in a great industry. Has a thoroughly established reputation and is very widely used. Will sell outright or make operating arrangements. Address "Y. Z.," care Printers' Ink.

BUSINESS letters (even the typewritten ones that no longer deceive as to their being exclusive communications) are or may be made highly profitable to their disseminator. Unlongwinded, self-respecting, and easily made vitally interesting, they have won and deservedly hold a place as profitable advertising. The kind that irk ME I strive to not write for my clients. **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia.

FOR SALE

FOR SALE—Country Campbell newspaper press in good condition. Price \$200. Address **CHESTER A. MILLER**, Oneonta, N. Y.

A FUCHS & LANG 44x64 CENTURY BRONZING MACHINE IN SPLENDID CONDITION. WILL SELL AT A BARGAIN. Space needed for other machinery. **EDWARDS & DEUTSCH LITHO. CO.**, Chicago.

HELP WANTED

WANTED

BY LIVE SOUTHERN ADVERTISING AGENCY, artist who can write copy. Address "I. C.," care of Printers' Ink.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

Adwriters—Towns all over the country are interested in Advertising—this opens a big field for you—my complete plan shows you how to make big money by doing nothing else but booming towns 25 cents gets it. C. W. CONRAD, 6015 Hoevler Street, Pittsburg, Pa.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know
341 Fifth Avenue, New York

LABELS

3,000 Gummed Labels, \$1.00
Size, 1x2 inches, printed to order and post-paid. Send for Catalog
Fenton Label Co., Phila., Pa.

LISTS

NAMES FOR SALE.—A list of 5,000 unused names of heads of families on rural routes and small towns. Typewritten. Will sell cheap. Address "LIST," care of Printers' Ink.

NAMES FOR SALE.—We have 3500 names of heads of families in Orangeburg County. List just compiled at great expense and guaranteed correct. Sent postpaid for \$20.00. SIMS ADVERTISING AGENCY, Orangeburg, S. C.

MISCELLANEOUS

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

POSITIONS WANTED

ADVERTISING MAN DESIRES A change in New York. Now employed by a mail order house. Writes all copy, catalogues, form letters, etc. Address "E," care Printers' Ink.

ENERGETIC Advertising Manager, 35, exceptional executive and business producing ability, expert copy writer; open for engagement with first-class publication 14 years' experience. Address "High-Grade," care of Printers' Ink.

Position Wanted

by young man of ability as circulation manager of daily paper in town of about 20,000. Two years experience in circulation work. Address "CIRCULATION," care of Printers' Ink.

POSITION wanted on house organ or class publication in the capacity of managing or assistant editor by young man with several years' experience in this line of work. R. D. CASSMORE, Port Huron, Mich.

An Advertising Man

having earned this title by the Educational Experience of more than 10 years with 3 well known agencies as Artist, Idea and Layout Man, Writer and Executive (with an earlier training in Printing, Engraving, Photography and Commercial Art), wants a position of responsibility requiring an able man to fill it

Address "SERVICE," care Printers' Ink

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.

WINTHROP PRESS, 419 Lafayette St., N. Y.

PROSPECTUS WRITERS

WE specialize on original publicity work for firms, corporations and individuals about to go into business; write prospectuses for commercial, mining, oil, cement, orchard, farm, electric railway and industrial propositions; assist owners of patents in getting started. Write, outlining your project, and we will quote terms. WM. HYDE & CO., 167 Adams Street, Chicago

REPRESENTATIVES

A BUSINESS-GETTING Organization, fully equipped, over twenty-five years' experience, that knows how to get business, and having a continuous successful record, would consider the advisability of representing in the East one or two Western publications of known value and circulation.

Address "BUSINESS GETTERS," care of Printers' Ink.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Advertiser, net average June, 1910, 17,640 dy.; 22,335 Sun. Carries more foreign advertising than other Ala. newspaper. Best results.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,068.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using Telegram only. Rate 1 1/2 c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,736; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,220, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,547. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. Its readers are responsive to advertisements.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,661; Sunday, 7,661.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily aver., month of Sept., 1910, 61,792 (© ©).

FLORIDA

Jacksonville, Metropolis. Average, 1st 6 mos., 1910, 13,768. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 26,644; daily, 20,623. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Champaign, News. Leading paper in field. Average first five months, 1910, 6,161.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

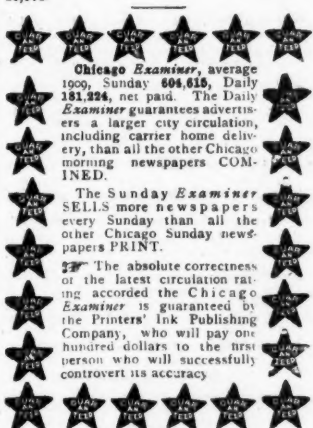
Peoria, Evening Star. Circulation for 1909, 20,874.



Chicago Examiner, average 1909, Sunday 504,615, Daily 181,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 6,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,443. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average Aug. 1910, 11,443. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Oct., '10, 16,853. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, *Eve. Journal*. Only daily in country. 2,609 subscribers. All good people.

Waterloo, *Evening Courier*, 52nd year; net av. June, '09-June, '10, 6,291. Waterloo pop., 27,000.

KENTUCKY

Lexington, *Herald*. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

Louisville, *The Times*, evening daily, average for 1909 net paid \$6,488.

MAINE

Augusta, *Kennebec Journal*, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1909, daily 9,923; weekly, 27,763.

Lewiston, *Sun*. Daily average year ending, Sept., 1910, 6,241; Sept., 1910, av., 6,686.

Portland, *Evening Express*. Average for 1909, daily 15,219. Sunday *Telegram*, 10,505.

MARYLAND

Baltimore, *American*. Daily aver. 1st 6 mos., '10, 79,294; Sun., 102,476. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1909, \$3,416. For Oct., 1910, \$1,906.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average circulation.

Daily (2 cents a copy)
1909, 180,378; Gain, 3,981

Sunday
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines
Gain, 1909, 445,579 lines

2,504,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 150,000 copies m'thly

Fall River, *Globe*. The clean home paper. Bes paper. Largest cir. Actual daily av. 1909, 7,653.

Lawrence, *Telegram*, evening, 1909 av. 8,883. Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. 1907, 14,822; 1908, 16,394; 1909, 16,839. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality

Salem, *Evening News*. Actual daily average for 1909, 18,574.

Worcester, *Gazette*, evening. Av. '09, 16,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (©©) The only Gold Mark French daily in the U. S.

Boston Post's GREATEST October

AVERAGE OCTOBER, 1910

The Sunday Post
275,055

Gain of 19,234 Copies
Per Sunday over October, 1909

The Daily Post
342,723

Gain of 45,991 Copies
Per day over October, 1909

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. \$0.000.

★ Jackson, *Patriot*, Aver. Aug., 1910, daily 10,740, Sunday 11,885. Greatest circulation.

MINNESOTA

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 25,806.

CIRCULATION

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eight months ending Aug. 31, 1910, 90,195. Average circulation of Sunday *Tribune* for same period, \$0.002.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



★ **Minneapolis, Journal, Daily** and Sunday (C). In 1909 average daily circulation evening only, **73,139**. In 1909 average Sunday circulation, **74,396**. Daily average circulation for Oct., 1910, evening only, **78,632**. Average Sunday circulation for Oct., 1910, **81,282**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. Av. 1909, **64,465**. A. A. A.

MISSOURI

Joplin, Globe, daily. Average, 1909, **16,113**. E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1909, **38,832**. The John Budd Company, Eastern Reps.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1909, **119,083**

NEBRASKA

Lincoln, Danish-American Farmer weekly. **142,208** for year ending Dec. 31, 1909

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1909, **143,084**

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1909, **9,142**

Jersey City, Jersey Journal. Average for 1909, **24,196**. Last three months 1909, **24,686**.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 10-'07, **20,270**; '08, **21,326**; 20-'09, **19,062**; March, '10, **20,263**.

NEW YORK

Albany, Evening Journal. Daily average for 1909, **10,921**. It's the leading paper.

★ **The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for year 1909, **52,905**

Buffalo, Courier, morn. Average, Sunday, **86,737**, daily, **46,384**; **Enquirer,** evening, **26,596**

Buffalo, Evening News. Daily average for 1907, **94,843**; 1908, **94,033**; 1909, **94,307**.

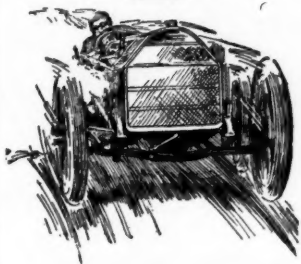
Gleensville and Johnstown, N. Y. The Morning Herald. Daily average for 1909, **8,636**.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, **4,931**. Only daily here.

★ **Newburgh, Daily News,** evening. Average circulation entire year, 1909, **8,718**. Circulates throughout Hudson Valley Examined and certified by A. A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1865. Weekly average, first four months, 1910, **10,999**.



FIRST

In the Automobile and
Accessory Fields are

THE AUTOMOBILE AND MOTOR AGE

A combined circulation of **37,000** weekly. "Motor Age," published at **1200 Michigan Ave., Chicago** — "The Automobile," published at **231-241 West 39th St., New York**

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, **7,666**.

Clipper, weekly (Theatrical). Frank Green Pub. Co., Ltd. Average for 1909, **35,903** (C).

Leslie's Weekly, 325 Fifth Avenue, Leslie-Judge Co. Over **250,000** guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, **6,641**; August, 1909 issue, **20,000**.

The World. Actual average, 1909, Morning, **360,503**. Evening, **399,569**. Sunday, **460,966**.

Poughkeepsie, Star, evening. Daily average year, 1909, **5,013**; first six months, 1910, **5,460**.

Schenectady, Gazette, daily. A. N. Lietz. Actual Average for 1909, **17,470**; for Aug., 1910, **20,434**. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average July, Aug., Sept., **14,271**. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.

Syracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily **32,468**; Sunday, **40,922**.

★ **Troy, Record.** Average circulation 1909, **21,320**. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1909, **2,583**.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, **16,117**.

NORTH CAROLINA

Asheville, Gazette-News. Average, '09, **5,643**. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

NORTH DAKOTA

Grand Forks, *Normanden*. Norwegian weekly. Actual average for 1909, 9,450.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For Oct., 1910, 91,999 daily; Sunday, 118,505.

Columbus, *Midland Druggist and Pharmaceutical Review*, 43rd annual volume. Best medium for reaching druggists of the Central States

Youngstown, *Vindicator*. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *The Oklahoman*. Oct., 34,532 week day, 40,622 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for June, 29,962.

Portland, *The Oregonian* (©). Oct. average circulation. Sundays, 88,324; Daily, 46,307. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

Erie, *Times*, daily. 21,094 average, October, 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Harrisburg, *Telegraph*. Sworn average Oct., 1910, 18,125. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

Johnstown, *Tribune*. Average for 12 mos. 1909, 12,467. July, 1910, 13,463. Only evening paper in Johnstown.

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Oct., 1910, 23,664; the Sunday *Press*, 164,061.

Philadelphia, *Confectioners' Journal*, mo. Average 1908, 8,517; 1909, 8,522 (©).

You can at one cost reach nearly all of the quarter million homes in

PHILADELPHIA

by concentrating in

The Bulletin

NET PAID DAILY AVERAGE FOR OCTOBER, 1910

241,632

COPIES A DAY

"THE PHILADELPHIA BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.
Chicago Office,
J. E. Verrec, Steger Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Chester, *Times*, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Washington, *Reporter and Observer*, eve. and morn. Circulation for October, 1910, 12,936.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening; daily net cir. first 6 months, 1910, 17,376, guaranteed.

York, *Dispatch and Daily*. Average for 1909, 20,015.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 12 mos. ending June 30, '10, 19,452—sworn.

Providence, *Daily Journal*. Average for 1909, 21,858 (©). Sunday, 23,125 (©). *Evening Bulletin*, 40,991 average 1909.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,287.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1909, 8,311. July, 1910, 8,964.

Columbia, *State*. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,959.

Spartanburg, *Herald*. Actual daily average for first nine months, 1910, 2,718.

TENNESSEE

Nashville, *Banner*, daily. Average for year 1907, 38,206; for 1908, 38,064; for 1909, 40,086.

TEXAS

El Paso, *Herald*, June, 1910, 11,802. Only El Paso paper examined by A. A.

VERMONT

Barre, *Times*, daily. F. E. Langley. Av 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A. A. A.

Burlington, Free Press Daily average for 1909, 8,773 Largest city and State circulation. Examined by Association of Amer Advertisers.

Montpelier, Argus, dy., av. 1909, 3,348 Only Montpelier paper examined by the A. A. A.

St. Albans, Messenger, daily. Average for 1909, 3,124. Examined by A. A. A.

VIRGINIA

Danville, The Bee, Av. Sept., 1910, 4,048: Oct., 4,066. Largest circ'n. Only eve. paper

WASHINGTON

Seattle, The Seattle Times (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec '09, cir of 64,266 daily, 84,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,786,054 lines.

Tacoma, Ledger. Average 1st to months, 1910, daily, 18,911. Sunday, 27,249.

Tacoma, News. Average for 1st to months, 1910, 19,103.

WISCONSIN

Janesville, Gazette. Daily average, Oct., 1910, daily 8,462; semi-weekly, 1,795.

Madison, State Journal, daily. Actual average for Jan., 1910, 6,960.

Milwaukee, The Evening Wisconsin, daily. Average daily circulation from April to Sept., 1910, 41,144. Gain over April and May, 1909, 8,758 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Rigid Circulation Examination completed by Association of American Advertisers Oct. 3d, 1910. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)



Milwaukee, The Milwaukee Journal, (evening daily) Average in Oct., 1910, 64,884, gain over Oct., 1909, 6,454 daily, average for 12 mos., 62,339 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh, Northwestern, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine, Daily Journal. Oct., 1910, circulation, 8,203. Statement filed with A. A. A.



THE WISCONSIN AGRICULTURIST

Racine, Wis. Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$4.20 an inch. N. Y. Office. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average year, 1909, daily, 8,128; semi-weekly, 4,994.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1909, daily, 40,890; daily Oct., 1910, 48,312; weekly 1909, 27,080; Oct., 1910, 24,780.

Winnipeg, Der Nordwestern Canada's National German weekly. Av. 1909, 13,162. Rates 56c in.

Winnipeg, Telegram, dy. av. Sept '10, 33,098, (Saturday av., 37,287). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal, La Presse. Daily average for September, 1910, 97,638. Largest in Canada.

This letter from N. W. AYER & SON shows the high regard in which PRINTERS' INK is held by this old and famous Advertising Agency.

Philadelphia, Sept. 2, 1910

Pubs. Printers' Ink, New York, N. Y.

Gentlemen:—We are contemplating the synopsis of the leading articles in your publication during 1909 and 1910. The articles in question cover a great variety of subjects and we frequently have calls for such information as they contain. It has occurred to us that perhaps you would be disposed to prepare such a synopsis, if you have not already done so. If you have, or will, we shall be very grateful to you if you will furnish us such a synopsis covering recent years. Awaiting your advices, we remain

Very truly yours,

N. W. AYER & SON.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

ALABAMA

THE TUSCALOOSA NEWS carries a larger number of paid want ads than any daily paper in West Alabama, the growing section of the growing South.

COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (☉☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the Daily News," says the Post-office Review, and that's why the Daily News is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

Rate One Cent Per Word.

Circulation 75,000

ONLY SUNDAY PAPER IN INDIANAPOLIS

Publishes more classified advertising than any paper in Indiana. It will be to your advantage to mention this paper.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston Globe, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14,117 over 1909, and 230,809 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION



by Printers' Ink Pub. Co.

THE Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The Tribune printed during the 12 months ended Aug. 1, 1910, 1,480,828 lines of classified advertising. Rates: 1 cent a word, cash with order; or 10 cents a line, where charged —daily or Sunday.



THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Oct., 1910, amounted to 224,672 lines; the number of individual ads published were 29,835. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 60% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE Oklahoman, Okla. City, 35,514. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile Register (☉☉). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (☉☉).

GEORGIA

Atlanta Constitution (☉☉). Now as always, the Quality Medium of Georgia.

ILLINOIS

Bakers' Helper (☉☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (☉☉). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (☉☉). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston Evening Transcript (☉☉), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (☉☉). Reaches the textile mills. 6,000 guaranteed circulation.

Worcester L'Opinion Publique (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn Eagle (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

Electrical World (☉☉) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per week. McGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Hardware Dealers' Magazine (☉☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (☉☉). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (☉☉), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (☉☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon. The Oregonian, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. October, 1910, sworn net average, Daily, 25,654; Sunday, 164,061.

THE PITTSBURG (☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE

The Memphis Commercial Appeal (☉☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (☉☉) and The Evening Mail. Circulation 18,768, Flat rate.

Business Going Out

The Blackman-Ross Agency, New York, has secured the Corliss-Coon account. Plans are being made to use a greatly extended list of mediums for the business.

It is announced that the St. Louis office of the Hamilton Brown Shoe Company is no longer to handle the company's advertising appropriation. Until further notice all business pertaining to the firm's advertising is to be handled by its Boston office.

The Dunlap-Ward Advertising Company, Chicago, is asking for 1911 position in standard magazines for Melville Clark Piano Company, Chicago (Apollo Player Piano). Full page copy is being prepared to run eight months in the year. The same agency is also sending out orders for nine months' advertising in a large magazine list for Rockford College, Rockford, Ill.

Farm papers and weekly newspapers are receiving orders from the George K. Clark Agency, Philadelphia, for the business of the Landreth Seed Company, same city.

The Mauer Rat Paste Company is taking space in a general list of newspapers through the Philadelphia Advertising Bureau.

Women's publications and standard magazines generally, are to be used by the George Batten Company for the Boston Spiral Tagging Company, Hingham, Mass. A ribbon bodkin is to be advertised.

The Gardner Advertising Company, St. Louis, is sending out orders to a list of metropolitan dailies published in the Middle, North and Southwest for the San Antonio Publicity Club of San Antonio, Texas, in connection with the M. K. & T. Railway. Three hundred and seventy-five line display is being used in Sunday editions featuring San Antonio as a winter pleasure resort.

Washington, D. C., newspapers have received from Dunlap-Ward Advertising Company, Chicago, 10,000-line contracts for the Fox River Butter Company, Aurora, Ill. Large copy ("Clover Hill" Butter) is running twice a week. This is a new account. Other cities are to be added from time to time.

Orders are going out to standard magazines and weeklies from the George Batten Company for the Yawman & Erbe Manufacturing Company, Rochester, N. Y.

Walter B. Snow, 170 Summer street, Boston, is making up a list for the Reversible Collar Co. Technical and mechanical publications are favored.

Sherman, French & Co., publishers, are using a few general mediums through the Boston office of the Wyck-off Advertising Company.

The Estabrook & Eaton advertising for "Marguerite" Cigars is being placed by Hermon W. Stevens, Globe Building, Boston.

Newspapers are being used for the advertising of the Foster Rubber Company's "Catspaw" Rubber Heels. Contracts are placed by Wood, Putnam & Wood.

The Spafford Agency, Boston, is placing the advertising of the Bay State Milling Company. The business runs three times a week in daily newspapers.

The Ernest Goulston Agency is using a few general mediums for the advertising of the Beekman Tour Company, Boston.

The J. C. Ayer Company, Lowell, Mass., manufacturers of Ayer's Sarsaparilla and other well known products, has made a change in its advertising plans. At the present time all weekly contracts are discontinued and the contracts for daily newspapers will lapse at the expiration of same. This company expects to make up a large list for fall advertising next summer with new copy and schedules.

Additional orders are being sent out to weeklies and agricultural publications in the South, advertising Thornhill Wagons made in Lynchburg, Virginia. The account is placed by the Freeman Agency, of Richmond, Va.

The Mebane, N. C., Bedding Company, manufacturers of mattresses and bed springs is using twelve-inch copy three times a week in dailies in the South. Contracts are made through the Freeman Agency.

Boss Manufacturing Company, Louisville, Ky., manufacturers of harness and saddlery, have just inaugurated an extensive campaign to sell their goods direct to farmers. Agricultural publications throughout the Middle West are receiving copy and orders to run for six months. Display copy ranging from thirty to eighty-four lines is being used. H. W. Kastor & Sons, St. Louis, are placing the account.

S. R. Feil, Cleveland, Ohio, is using standard magazines through the George Batten Company, for medicated salts.

The Sure Hatch Incubator Company, Fremont, Neb., is sending out orders through the J. Walter Thompson Company to a list of farm papers published in the Northwest, Central West and South. Display copy measuring eighty-two lines is being used. A few papers are receiving 140-line copy.

The American College of Dressmaking, Kansas City, will inaugurate a campaign in high-class women's publications, advertising a correspondence course in dressmaking. Full page copy is scheduled to start with January issues. The business is being placed by Horn-Baker Advertising Company, same city.

The Snoddy Remedy Company, Alton, Ill., is putting out orders through H. W. Kastor & Sons, St. Louis, advertising a remedy for hog-cholera. Twenty-one lines display is being ordered two times in a list of farm papers published in the Middle West.

The Sample Ostrich Feather Company, Kansas City, is trying out a few high-grade women's publications. H. W. Kastor & Sons, same city, are placing orders for January numbers.

The Industrial Department of the Norfolk & Western Railway Co., Roanoke, Va., is using farm and poultry journals in the East and West through the Freeman Agency, of Richmond, Va.

The Hermon W. Stevens Agency, Boston, is sending out orders for six-inch copy to New England papers announcing the fall sales of R. H. Stearns & Co., same city.

Lothrop, Lee & Shepard are using a few high-grade national publications for the holiday advertising of their juvenile books. The business is handled by Wood, Putnam & Wood.

The Gray Realty Co., Kansas City, is sending out copy and orders to a small list of farm papers and weeklies of dailies for December. Thirty-four lines display is being used. F. A. Gray Advertising Company, same city, is placing the advertising.

Guyot Suspendier advertising will be placed in the newspapers and magazines by the H. Sumner Sternberg Company, New York, beginning January, 1911. A selected list of newspapers will be used in connection with the leading weekly and standard magazines.

Smith & Costello, 165 Huntington avenue, Boston, are planning a campaign for the Otto Motor Car, a new product.

Orders are going to dailies in large cities from Calkins & Holden for the Edison Storage Battery Company.

Fuller & Smith, Cleveland, are sending out special orders and copy for the Ohio Motor Car Company. The business is in connection with the trip of a motor truck, newspapers being used in towns which are visited by the truck.

Newspapers in a few large cities are receiving orders for special Christmas copy from the Federal Agency, for Waltham Watches.

Sixty-line mail-order copy is being sent out direct by the Parisian Jewelry Company, Philadelphia.

Contracts for 10,000 lines are being made by the I. Robert Blackburn Agency, Chicago, for the Prescription Products Company.

Newspaper copy for the Onoto Pen is being sent to a few states by Coupe & Wilcox, New York.

Harper Bros. are using 300-line space generally through Hibson & Bro., New York.

The U. S. School of Music is using seventy lines, six times, through Henry Decker, Ltd., in Sunday papers.

Additional contracts for 5,000 lines are being made generally by the Hudson Motor Car Company, through Lord & Thomas.

Orders are going to newspapers in the Middle West from Frank Seaman, Inc., for the American Tobacco Company's Egyptienne Luxury Cigarettes, seventy-five lines, twelve times.

Canadian papers are receiving orders from the J. Walter Thompson Company for Leopold Gassner & Co., furriers.

Orders are going out generally from the J. H. Hartsell Company, Bulletin Building, Philadelphia, for Haarlem Oil.

Further orders for 2,500 lines are going out from the L. A. Sandlass Agency, Baltimore, to newspapers generally on the business of St. Jacobs Oil.

NEW REAL ESTATE ADVERTISING AGENCY FORMED.

Two former advertising managers for Joseph P. Day, Hugh McAtamney and George W. Wharton, have joined forces to conduct an advertising office which will specialize on the "Promotion of Real Estate." In addition to writing and placing regular newspaper and magazine advertising, the new firm will prepare booklets, form letters and advertising novelties, and lay out selling plans for individual properties and developments. The office of the firm is in the Townsend Building, Twenty-fifth street and Broadway, New York.

NEW ADVERTISING AGENCY.

The Crockett Advertising Agency, which has been operating in the South, has been incorporated under the name of The Crockett Agency, Incorporated, with a stock of \$100,000. The officers of the corporation are: Guy S. Crockett, president; Jac B. Samuel, vice-president; and S. H. Kahn, secretary-treasurer.

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ADVERTISER'S HANDBOOK

**413 Pages
Cloth Bound
Gold Stamp**

Just Out!

ADVERTISER'S
HANDBOOK

This is the latest addition to the International Correspondence Schools' famous series of handy reference books. I. C. S. textbooks are known the world over for their clear, practical treatment of technical subjects. These Handbooks are abridged from the regular textbooks and are packed full of boiled-down information, useful tables, etc.

The Advertiser's Handbook is not a book of rates nor a book of mere statistics. It gives just the information about the practice and technique of advertising that the average business man wants to know.

Includes concise treatment of copy writing, campaign planning, layouts, display, illustration, engraving and printing methods, proof-reading, mediums, paper, retail management, department-store work, manufacturers' and mail-order campaigns, sales-letter writing, follow-up systems, class-paper advertising, street-car advertising, outdoor advertising, keying and checking, house organs, trademarks, copyright, and other important subjects. Comprehensive exhibit of best ad-type faces of three leading foundries. Prepared by the editor-in-chief of the new I. C. S. Advertising Course.

Special Offer to Printers' Ink Readers, 50c

The regular price of this Handbook is \$1.25. In order to introduce the work of the International Correspondence Schools, a special price of 50 cents for the Advertiser's Handbook will be made to readers of Printers' Ink who use the attached coupon in ordering. Biggest 50-cent value ever offered in a business handbook.

INTERNATIONAL CORRESPONDENCE SCHOOLS

Box 1206-P, SCRANTON, PA.

I wish to take advantage of your special offer to readers of Printers' Ink and send you 50 cents for a copy of the new Advertiser's Handbook.

Name _____ St. & No. _____

City _____ State _____

"**W**E find it very difficult doing business with United States advertising agents," says a Canadian publisher. "It takes twice as long to get the business going, then everything seems to go wrong—insertions are missed through non-arrival of plates, there are Customs difficulties which they always seem to misunderstand, papers we send them are so often "missing" and altogether it is a nuisance from beginning to end."

Some Advertising We Handle

"**I**F we could get United States business from Canadian Agencies it would be very different. I am glad to see that you are showing United States advertisers the advantages of doing their Canadian advertising through a Canadian agent. It means much greater satisfaction to all concerned."

IF you are anxious to build up a big, prosperous, well-organized business in Canada—even though at present you do "just a little" advertising in Canada—we can be a real help.

IF there is ANYTHING you would like to know about advertising in Canada, write

J. J. GIBBONS Limited

CANADIAN ADVERTISING

Newspaper, Trade Papers and all Outdoor Advertising

TORONTO

CANADA

MONTREAL

Cable Address: "Gibjay," Toronto

Cable: A.B.C. 5th Edition

Sunlight Soap
Fry's Cocoa
Pianola
Force
Victor Gram-o-phone
"Black and White" Whiskey
National Cash Registers
Waltham Watches
B. D. V. Tobacco
Sun Fire Insurance
Coats' Plymouth Gin
Everitt "50"
Courido Port
Vapo-Cresolene
Canada Life Assurance
Burnett's Fabrics
Vestal Olive Oil
Regal Lager
Northern Electric Rural Telephones
Hine's Brandy
Wire & Cable Company
Mellott Cream Separator
Pedlar People of Oshawa
Canada Foundry Company
W. G. & R. Collars and Shirts
Elias Rogers' Coal
Mason & Hitch Pianos
Shilton's Cure
Moco Fabrics
Coleraine Irish Whiskey
Vinolia
M. L. Pains
Tudhope of Orillia
Truro Condensed Milk Co.
Caledonia Mineral Springs
"Ideal" Beds
Polo Follies
Century Salt
Premier Separators
Dominion Organs and Pianos
City Dairy
Feeless Incubators
Vicker's London Dry Gin
Floorglaze
Dodge Mfg. Co.
Munyon's Remedies
Queen Quality Silk
Page Wire Fences
Shroeder & Schryer's Burgundies
Manson Campbell Co.
Canadian General Electric Co.
Belanger's Plows
Semi Ready Clothing
Capitol Farm Implements
Rogers' Cement
McDougall's Pumps
Drummond Dairy Supplies
Cockshutt Plow Co.
Cavershill's Barley Flakes
Lifebuoy Soap
Canada Poultry Yards
St. Charles Cream
Gusto
Hillcrest Collieries